Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

February 6, 1961
Volume 32 • Number 6
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

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THE NATIONAL NEWSPAPER OF MARKETING

Schlesinger Out as Commentator on Advertising

White House Aide Rues Ad Tax Talk; New Role Puts End to Speechifying

WASHINGTON, Feb. 2—Arthur Schlesinger Jr., Harvard historian who has had a lot to say about the need for an expanded national economy, is making it clear that he will be disappearing from the public prints and lecture platforms, now that he is taking office as a special assistant to President John F. Kennedy.

A key requirement of his job is that he maintain anonymity. One of his first actions has been to break off his future speaking engagements, including a commitment which he had made to appear on a panel before the Adcraft Club of Detroit next week.

■ Last fall Prof. Schlesinger's suggestion that a tax on advertising might be useful sent a chill through admen. Since then he has repeatedly emphasized that he does not seriously advocate such a tax.

His mention of the ad tax in "The Big Decision: Private Indulgence or National Power?" attracted attention because the booklet was circulated by an advisory committee of the Democratic party.

After the issue was raised, Prof. Schlesinger explained the ad tax idea was offered casually to illustrate how taxing power can be used to channel national resources toward recognized national needs.

He said he had not given it any particular thought before he mentioned it, and that he has subsequently regretted that he ever brought it up.

In recent explanations of his views, he has emphasized that he does not advocate any control over enterprise. He said that economic growth has to come from private initiative, but that the government should use the tax power to "steer" private initiative.

Prof. Schlesinger said he regards research and education as basic to economic growth. In the controversial pamphlet he had noted that the U.S. spends three times as much on advertising as on higher education.

■ When he was asked about the significance of this, he later said he was not intending to argue that there is a relationship between the two. The implication, he said, is that we should spend more on education; there was no intention to imply that we should spend less on advertising.

Advertising has an absolutely indispensable role in our economy, he agrees. At the time he brought up the idea of an ad tax, he recalls, one of the problems that bothered him was that the advertising profession was attracting a great amount of talent that might be used more advantageously elsewhere. #

Gimmick Use Wanes in TV Ads, AA Finds

Advertisers Devise Ways to Show Many Real Products Before Camera

By Ramona Bechtos

NEW YORK, Feb. 3—Advertisers and agencies during the past year have been bending over backwards to make their commercials simon-pure.

A check of tv commercial production companies by ADVERTISING AGE revealed that the crackdown by the Federal Trade Commission has made some advertisers and producers so self-conscious that they have requested the elimination of all artifice even though there be no question of deception or misrepresentation.

So cautious have these admen become that some of them have been asking production companies to sign affidavits that no phony products or devices were used in the production of their commercials. This has been true of both filmed and taped ads.

■ A production man at Video Tape Productions said that after taping a commercial in which an egg was boiled in a plastic wrap, he had to sign a statement for the manufacturer of the wrap, swearing that only one piece of wrap was used in the ad. In another commercial, a paper-wrapped package of crackers was placed under running water. Later, the package was opened and one of the crackers was broken to show that it had retained its snapping-fresh quality. Here again, Video Tape signed an

(Continued on Page 108)

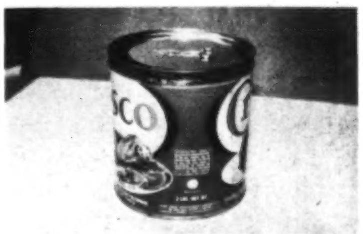
Benson & Hedges May Give New Cigarets to Lovick, K&E

TORONTO, Feb. 3—An announcement is expected this month that Benson & Hedges (Canada), a subsidiary of Philip Morris Inc., New York, will split its new cigaret advertising account between James Lovick & Co. and Kenyon & Eckhardt. The company will start manufacturing cigarets at Brampton, Ont., this summer.

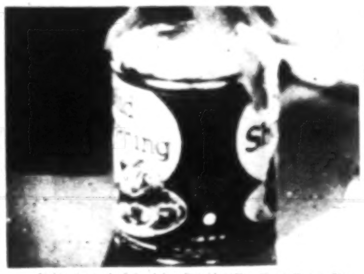
Benson & Hedges was bought by Philip Morris in 1958. The company manufactures and markets cigars out of Montreal. Lovick directs the cigar account, estimated to bill $200,000 a year.

■ The company today refused to confirm the appointment of Lovick and Kenyon & Eckhardt. And the two agencies also denied any knowledge of the widespread rumor. However, the company admitted that Lovick and Kenyon & Eckhardt are "very much in the

(Continued on Page 102)



Crisco Can



REAL THING—*Compton Advertising says this closeup of a "solid shortening" can used in Wesson Oil tv commercial (top) is really a Crisco can with the name removed. To prove its point, the agency accompanied the photo with one of a Crisco can with the label intact to let stations make their own comparisons.*

Wesson TV Ad Is Unethical, P&G Advises Stations

'Brand X' Can Is Too Identifiable as Crisco, Says Compton's Letter

NEW YORK, Feb. 2—Procter & Gamble, through its agency for Crisco, Compton Advertising, has cried "foul" against Wesson oil's use of what it says are obviously Crisco packages in the current Wesson oil tv spots.

The Wesson commercials now running present a highly competitive case for pure vegetable oil in preference to saturated hydrogenated solid shortening.

Compton has sent a letter to

(Continued on Page 102)

Schick Shaves TV Budget Clean . . .

Ronson Seen Replacing NC&K with Doyle Dane

Move Follows Schick Shift to NC&K from B&B; B&B to Bill on Schick to April 1

NEW YORK, Feb. 2—A chain reaction set off in the shaving business last month continued to pop this week as Ronson Corp. appeared ready to move its $1,000,000-plus account out of Norman, Craig & Kummel, and it looked as if Doyle Dane Bernbach Inc. would get the nod.

Also this week, Schick Inc.—which went to NC&K from Benton & Bowles when ASR Products shifted to B&B from Kenyon & Eckhardt (AA, Jan. 30)—ticked off its first quarter ad program. It was unusual in two ways: Billings will go to the old agency, B&B; and television, which got 50% of the $3,000,000 budget last year, will get nothing, as the company moves heavily into newspapers.

Neither Norman, Craig nor Doyle Dane would say it was out of—or in—the Ronson business. Herbert Stein, general sales manager, commented, "Everybody is quoting as facts things they are only guessing about. As far as I know, Norman, Craig & Kummel is continuing to place our advertising." Later he said, "It's entirely possible that the account is leaving."

■ Mr. Stein added that this was the "worst week in the world" to come to a decision about account changes, as Ronson was in the middle of its annual regional sales meetings.

This much was certain: Ronson was upset by Schick's move to the agency handling Ronson lighters and accessories. Ronson's shave business—at NC&K for an "interim" period last year—is now at Papert, Koenig, Lois. So there is no head-on conflict between Ronson lighters and Schick shavers.

Since Schick was in direct competition on both shavers and lighters at one time, it is conceivable that the same thing could happen eventually at the new agency, on

(Continued on Page 102)

Warwick & Legler Set to Succeed Doner on Timex

NEW YORK, Feb. 3—U. S. Time Corp., maker of Timex watches, is expected next week to name Warwick & Legler as its new agency, succeeding W. B. Doner & Co.

The company has been listening to agencies since last September (AA, Sept. 19). Robert E. Mohr, vp and director of sales, said a contract with the new agency is scheduled to be signed early next week.

Timex billings are expected to exceed $3,500,000, according to one source. But W. B. Doner, board chairman of the departing agency, said the Timex budget dropped from a high of $3,000,000 in 1959-'60 to "a little over $2,000,000" for the 1960-'61 season.

■ "While the loss of the Timex account is disappointing," Mr. Doner said, "it represents less than 10% of our agency's total billings.

"Many people know that one out of every three watches sold in the U. S. today is a Timex," he said, "but many do not know that the

(Continued on Page 101)

Sears Appoints Ogilvy, Benson for National Ads

Account Reportedly to Zoom Past $4,000,000; May Be on Fee Basis

CHICAGO, Feb. 3—Sears, Roebuck & Co., one of the largest retail advertisers in the U. S., has appointed Ogilvy, Benson & Mather, New York, to handle its national advertising.

In addition to creating and placing Sears' national ads, OBM will act as consultant on all other phases of the company's advertising program. The agency said it will not open a Chicago office; it presumably will handle Sears out of New York.

The giant retailer reportedly will invest between $4,000,000 and $5,000,000 this year on a national institutional ad program, which will run primarily in magazines. Ogilvy, Benson reportedly will handle the account on a fee basis, but details of the financial arrangement were not obtainable.

Sears has not had an agency since last October (AA, Oct. 3), when it

(Continued on Page 101)

Last Minute News Flashes

New United California Bank Names EWRR

LOS ANGELES, Feb. 3—Erwin Wasey, Ruthrauff & Ryan has been named agency for the new United California Bank, which will be established Feb. 27 through the merger of California Bank and First Western Bank & Trust Co., San Francisco. EWRR has handled California Bank for the past 12 years; Grant Advertising, San Francisco, formerly had First Western Bank.

Driskill Joins Miller Brewing as Marketing Head

MILWAUKEE, Feb. 3—Walter S. Driskill, who resigned last November as vp and director of marketing of Jacob Ruppert, New York brewer, has joined Miller Brewing Co. as director of marketing. He succeeds Charles C. Davis Jr., who left Miller last year (AA, Oct. 10).

Paul Rand Dixon May Be Tapped as FTC Head

WASHINGTON, Feb. 3—As ADVERTISING AGE went to press, appointment of Kefauver committee's general counsel, Paul Rand Dixon, as chairman of the Federal Trade Commission was predicted, but not officially announced. Word of the selection has circulated for several days. Mr. Dixon was with FTC many years as a trial attorney, largely in antimonopoly work, before joining the Kefauver committee in 1957 to handle probes of such industries as drugs, autos, and steel.

(Additional News Flashes on Page 101)

Gudeman Urges More Research on Retail Ads

Ex-Sears Official, Now Commerce Aide, Speaks at AFA Session

WASHINGTON, Feb. 1—The administration's new Under Secretary of Commerce, drawing on his experience as "a Sears, Roebuck man," called on members of the Advertising Federation of America today to devote more research to retail advertising.

Edward Gudeman, until two weeks ago head of retail and mail order advertising at Sears, indicated that the business of gauging retail advertising results is pretty much a guessing game. In urging advertisers to increase research and development outlays in this area, Mr. Gudeman admitted, "We haven't got the answers and I don't think that they can be obtained in a short period of time, but we all ought to know more about what causes a product to sell through advertising."

■ Mr. Gudeman contrasted the difficulty in applying any sort of a yard stick to retail advertising with the ease in measuring the results of mail order advertising. Since Sears concentrates its mail order effort in one medium, its catalog, the store is able to apply an advertising cost to each item, based on the amount of catalog space and exact sales figures for the item.

Mail order also lends itself to split runs and other tests, Mr. Gudeman said. Sears will issue 10,000 catalogs with a page made up a certain way, then send out 10,000 more to exactly the same type of customer "but with the page entirely different from a layout and copy standpoint." This type of test gives Sears a chance to "really experiment and examine the results" of layout, illustration and copy changes, he explained.

■ Retail ads, however, are harder to measure, he said. "We run it, we measure its results over the next two or three days and if we sell a lot of that item fine, the ad is a success. But really, we don't

(Continued on Page 12)

Paul Fulton Named Ad Manager of 'Chicago Tribune'

CHICAGO, Feb. 1—Paul C. Fulton, manager of retail display advertising of the *Chicago Tribune*, will become advertising manager of the newspaper, effective March 1.

Paul C. Fulton

Mr. Fulton, who was named manager of the *Tribune's* retail display advertising in 1947, succeeds W. C. Kurz, who was promoted to director of sales last year (AA, July 25).

A graduate of the University of Illinois, Mr. Fulton joined the *Tribune* in February, 1924, as a classified advertising salesman. He moved into retail display advertising two years later, and in 1934 he was placed in charge of neighborhood retail advertising. He was promoted to assistant manager of retail display ads in 1945, and was elected treasurer of Tribune Co. in 1955. #

Home State Adds Farm Papers, Buys Capper Interests

CLEVELAND, Feb. 1—The Home State Farm Paper Group, formerly Capper-Harman-Slocum, has acquired the *Kansas Farmer* and the *Missouri Ruralist* and all of the stock in Home State Farm Publications Inc., formerly held by Capper Publications, Topeka, Kan.

James Milholland Jr.

The purchase price was not disclosed, but the deal was reported to be a multi-million dollar transaction.

James Milholland Jr., formerly vp and senior minority director of Home State Farm Publications, has been named president.

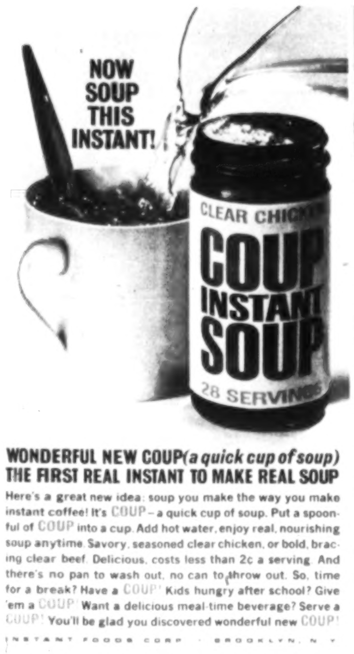
Other officers of the reorganized farm publication group are Thomas D. Harman, exec vp; Ray T. Kelsey, vp and general manager; Edward E. Morris, vp and controller; Maurice B. Crane, vp, circulation; Ernest E. Porter, vp and business manager; and Kenneth H. Constant, vp, advertising.

■ Mr. Milholland is the son of the late Judge James Milholland, who with the late George Slocum and Arthur Capper, organized Capper-Harman-Slocum in 1928 as publisher of the *Ohio Farmer*, *Pennsylvania Farmer* and *Michigan Farmer*. In February, 1960, the Home State Farm Paper Group acquired control of the *Indiana Farmer*, the *Kentucky Farmer* and *Tennessee Farmer & Homemaker*.

Concurrent with the purchase of all the farm paper interests of Capper Publications, Home State acquired the offices and national advertising personnel of Capper Publications, which has represented the Home State and Capper farm publications, and all former Capper Publications offices will be called Home State Farm Publications Inc. Bert S. Gittins Advertising, Milwaukee, is the agency for the Home State group. #

Jacobson Joins Gordon

Gordon International, Miami, has named Arthur C. Jacobson assistant to its president, Harry Gordon. Mr. Jacobson was formerly with Embry-Tally, Miami.



WONDERFUL NEW COUP(*a quick cup of soup*)
THE FIRST REAL INSTANT TO MAKE REAL SOUP

Here's a great new idea: soup you make the way you make instant coffee! It's COUP—a quick cup of soup. Put a spoonful of COUP into a cup. Add hot water, enjoy real, nourishing soup anytime. Savory, seasoned clear chicken, or bold, bracing clear beef. Delicious, costs less than 2c a serving. And there's no pan to wash out, no can to throw out. So, time for a break? Have a COUP! Kids hungry after school? Give 'em a COUP! Want a delicious meal-time beverage? Serve a COUP! You'll be glad you discovered wonderful new COUP!

INSTANT FOODS CORP. · BROOKLYN, N.Y.

QUICKEE—*Instant Foods Corp., Brooklyn, will run this ad for powdered instant Coup soup in newspapers in selected markets. Richard K. Manoff Inc. is the agency.*

Whirlpool Puts Ad Budget in Magazines, Insert, Newspapers

ST. JOSEPH, MICH., Feb. 2—Whirlpool Corp. will concentrate advertising of its 1961 appliance line in print media, featuring an eight-page color booklet insert in magazines.

The booklet ad will run in the May issue of *Better Homes & Gardens* and May and June issues of *McCall's*. The quarter-page-size "Appliance Buyer's Guide," showing the full line of RCA Whirlpool products, will be tipped in between pages carrying horizontal half-page ads in the upper left and lower right.

The RCA Whirlpool gas refrigerator, gas range line and Ultimatic washer-dryer will be promoted with color pages in *American Home*, *Better Homes & Gardens*, *Good Housekeeping*, *House Beautiful*, *Ladies' Home Journal* and *McCall's*. Another series on various products will run in *Living for Young Homemakers*.

■ Cap Garman, national advertising manager, said supplements, plus newspapers in some 80 to 100 cities, will be used for special promotions, in addition to the company's regular dealer cooperative newspaper program.

The trade advertising schedule will include *American Builder*, *Contractor*, *Electrical Merchandising Week*, *Heating & Gas Appliance Merchandising*, *Home Furnishings Daily*, *House & Home*, *Kitchen Business*, *LPGA Times*, *Mart*, *Mobile Home Dealer*, *NARDA News*, *Practical Builder* and *Tourist Journal*.

Kenyon & Eckhardt, Chicago, is the agency. #

Wash 'N Dri Sold for $3,000,000 to Colgate-Palmolive

NEW YORK, Feb. 2—Wash 'N Dri "pre-moistened towelettes" and related products have been sold to Colgate-Palmolive Co. for about $3,000,000 by Unexcelled Chemical Corp.

Warwick & Legler has been the agency for Wash 'N Dri, but the account has been relatively inactive recently. The only current advertising appears to be a few business paper insertions. It does not seem likely that the account will remain, and the agency said: "We have no contact with them as an agency."

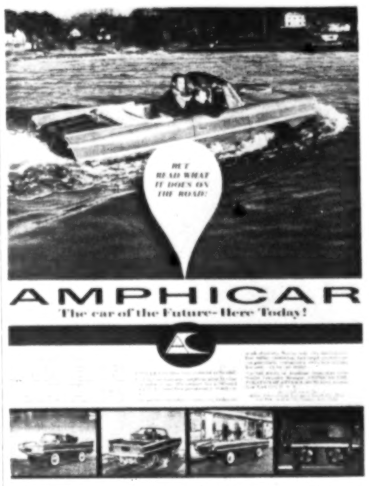
Wash 'N Dri is part of the consumer products division of Unexcelled and has a plant at Canaan, Conn. Other products in the division are Memo, a cleanser-deodorant antiseptic version of Wash 'N Dri for feminine hygiene, and Baby Bottom Bath.

■ Wash 'N Dri was created and introduced in 1954 by a young business couple. The husband had returned from World War II with vivid memories of the discomforts servicemen suffered from water shortages and set out to develop "a bath that could be carried in a pocket." Subsequently, the company was sold to Unexcelled.

One year ago, Unexcelled introduced the Skyjector, an arc-lamp, which it said could project slides on clouds as much as five miles away.

CP Names Foreign Advertising

Corn Products Co. has appointed Foreign Advertising & Service Bureau, New York, to handle its advertising in the Central American and Caribbean areas. Robert Otto & Co. is the previous agency.



BUT READ WHAT IT DOES ON THE ROAD!
AMPHICAR
The car of the Future-Here Today!

SMOOTH SAILING—*Trade advertising in the U.S. for the new German Amphicar begins with this b&w page in Automotive News. Friend-Reiss, New York, is agency for the U.S. distributor, Amphicar Corp. of America.*

Big Splash . . .

$500,000 Push to Launch(Literally) German Amphicar

NEW YORK, Feb. 2—An ad in the Jan. 30 issue of *Automotive News* clarions the advent of a new automobile—the Amphicar, a West German product that rolls on land and floats in water. Price to U.S. purchasers: $3,395.

At the moment, however, there are an estimated eight Amphicars in all 50 states. Another 12 are said to be ready to roll—or swim—in West Germany. Between 200 and 300 cars will be in the U.S. by July, it was said.

Meanwhile, Friend-Reiss, agency for the U. S. distributor—Amphicar Corp. of America—said that $500,000 would be spent on a consumer drive set to get started in June.

■ Produced by Industrie Werke Karlsruhe (IWK) in West Berlin, the Amphicar—capable of 75 mph on land and 10 mph in water—is scheduled to have 15,000 cars in U.S. distribution between next April and March, 1962. Plans call for dealers to contribute $35 per car for advertising.

Fred F. Sessler, formerly on the distribution side of the Czech-made Skoda car, is president and general manager of Amphicar Corp. of America. IWK is described as being controlled by the Quandt group, West German industrial combine. #

Put Coin in Slot, and Look What You Got—Metrecal!

CHICAGO, Feb. 2—Factory and office workers are now able to continue losing weight on the job.

Automatic Canteen Co. has reached an agreement with Edward Dalton Co., division of Mead, Johnson which produces Metrecal, to sell 8-oz. cans of Metrecal through its coin machines.

The product comes in chocolate, vanilla and butterscotch flavors. #

A&MA Changes to MG&R

Advertising & Merchandising Associates, Boston, has changed its name to Maslow, Gold & Rothschild. Headquarters will remain at 140 Boylston St. Alan J. Maslow, president, said the action was taken to avoid confusion with other corporate names.

Highlights of This Week's Issue

O. M. Scott & Sons, lawn seed manufacturer, switches its $1,000,000 account from Geer, DuBois & Co. to Young & Rubicam .... **Page 4**

New York Stock Exchange launches $1,000,000 campaign .... **Page 14**

R. H. Collacott, vp and pr director of Standard Oil Co. of Ohio, predicts an expanded role for the better business bureau .... **Page 22**

Eastman Kodak Co. will drop its half-sponsorship of ABC-TV's "Adventures of the Nelson Family" when its contract expires in September .... **Page 30**

Seattle-First National Bank launches a new series of newspaper advertisements to give the consumer information that will help in his daily life .... **Page 32**

Arthur H. Motley, president and publisher of Parade, says newspapers have been losing and will continue to lose advertising to television, but this situation will change once broadcasters and advertisers begin to identify some of the electronic medium's limitations .... **Page 33**

O'Cedar Division of American Marietta Co. plans to extend test market advertising of Bowl Bath, a new disinfectant-deodorizer toilet bowl cleaner, to about 10 more cities .... **Page 34**

Federal Trade Commission supplies buyers with "seven hard questions" concerning guarantees to put to salesmen before any money changes hands .... **Page 35**

New York appellate division unanimously upholds the constitutionality of a state regulation outlawing advertising signs within 500' of the New York State thruway even though the displays are on privately-owned land .... **Page 38**

Howard Chase, president of Howard Chase Associates, says "the communications dollar neither has nor deserves to have any special immunity from the sweeping management review" made imperative by the rising costs of wages, materials, taxes and selling .... **Page 39**

General Mills and Pet Milk Co. prepare to enter the expanding weight control field .... **Page 52**

James Allan & Sons launches a major newspaper drive throughout the Bay area designed to help retailers sell more beef .... **Page 54**

Haloid Xerox moves advertising for its office copier out of Hutchins Advertising Co. and into Doyle Dane Bernbach Inc. .... **Page 56**

Armour & Co. will move Princess Dial soap out of test markets for the first time in February when it will be introduced in Chicago, Peoria and Rockford .... **Page 66**

Northern California Pharmaceutical Assn. and its pricing committee chairman, Donald K. Hedgpeth, plead not guilty to federal charges of price fixing .... **Page 72**

Johanna T. Rock, manager of readership analysis at Cunningham & Walsh, says personal involvement of reader determines whether ad is memorable .... **Page 75**

President Publishing Co., headed by Edward J. O'Malley, will introduce President, a new monthly magazine designed for "top level" business men, in December .... **Page 86**

Super Market Institute says weekly sales of new supermarkets opened last year averaged $36,900, a 3% drop from the average of new supermarkets opened in 1959 .... **Page 90**

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Sales of Leading Liquor Brands in 1960 .... **Page 12**
Changes in Liquor Consumption by Types .... **Page 12**
Expense Ratios in Percentages of Agency Income .... **Page 110**

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San Francisco Dailies Haggle Over Circulation

Next ABC Tally, Due in April, May Resolve Conflicting Statistics

SAN FRANCISCO, Feb. 2—If you are confused about which San Francisco newspaper today has the largest total circulation—the *Examiner* or the *Chronicle*—you probably have a lot of company. Both dailies are claiming the circulation leadership.

From the looks of things, the circulation picture will remain cloudy until sometime in April, when the Audit Bureau of Circulations will audit and issue publishers circulation statements for the six-month period which will end March 31. Meanwhile, claims and counterclaims are being tossed about as freely as rice at a wedding.

This is the situation. As of the last official publishers' statements which were audited last fall by ABC, the *Examiner* had the largest circulation of any newspaper here. The statements covered the six-month period which ended Sept. 30, 1960.

Since that time, however, the *Chronicle* says, it has surpassed the *Examiner* in circulation. In a house ad last Dec. 22, the *Chronicle* challenged the *Examiner* to file a three-month interim circulation report with ABC. This report would have carried circulation figures from Sept. 30 through Dec. 31.

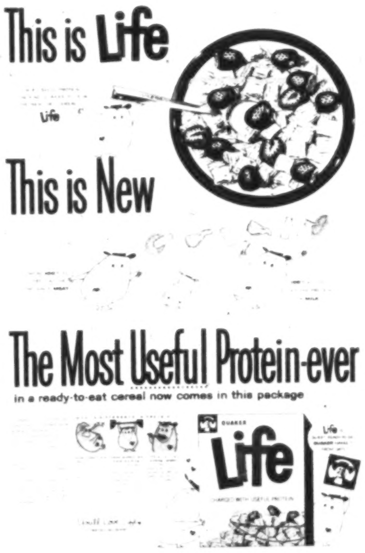
As it turned out, neither of the dailies filed interim statements. ABC pointed out that this was not unusual, since most newspapers do not issue such reports. The *Chronicle* said it didn't file a statement because the *Examiner* wouldn't.

- Larry Wade, promotion director of the *Chronicle*, told ADVERTISING AGE that his newspaper now has a larger circulation than the *Examiner*, but he declined to cite specific figures.

He pointed out that in the three-month period last year from July 1 to Sept. 30, the *Examiner* had an average daily circulation of 281,799, just 559 more than the *Chronicle's* total of 281,240. The *Chronicle* has since surpassed this deficit and now leads the circulation race, he said.

Officially, the *Examiner* is ignoring the claims of the *Chronicle*. However, Andrew H. Talbot, gen-

(Continued on Page 104)


This is Life
This is New
The Most Useful Protein-ever
in a ready-to-eat cereal now comes in this package
Quaker
Life

NEW LIFE—*Quaker Oats Co. will promote the national introduction of its new oat cereal, Life, with ads like this one in newspapers in 100 markets.*

BORDEN'S
new
STARLAC
"very big on flavor..." the biggest yet!
Borden's
Starlac
INSTANT

With your first glassful, you'll discover that Borden's new Starlac has true country-fresh flavor—the flavor you've been missing in other nonfat dry milks.

Naturally Borden's new Starlac can promise you flavor like this. First, because The Borden Company knows the fresh milk business.

Second, like Borden's fresh milk, Starlac is homogenized-smooth. Here's the one nonfat dry milk you can be proud to serve! It's all new in an all new package. Borden's Starlac ..."very big on flavor" *at less than 9¢ a quart!*

NEW DRESS—*Borden Foods Co., New York, is introducing the new design on its Starlac packages with ads in Ladies' Home Journal and Life in March and Family Circle and Woman's Day in April.*

Fee Zooms as Source of Agency Income: Rubel

For Big Shops It's Up From 1% to 12%, Study of '56-'59 Data Shows

CHICAGO, Feb. 2—Service fees have increased dramatically in importance as a source of income for agencies; so reported Ira Rubel, agency management consultant, in the December issue of "Rubel Service," compiled by Ira Rubel & Co. and published by Robert Associates.

According to Rubel, the service fee, expressed as a percentage of total agency income, rose from 1.04% in 1958 to 12.17% in 1959 for agencies billing over $10,000,000. The corresponding figures for agencies in the $500,000-or-less class were 8.64% and 24.06% respectively.

Service fees as percentage of total agency income have also increased for all other agency size classes, according to the Rubel findings.

- The 1956 and 1959 percentages, respectively, were 7.20% and 21.35% for agencies billing $500,000 to $1,000,000; 7.59% and 21.14% for agencies with billings of $1,000,000 to $2,000,000; 4.24% and 25.36% for agencies billing $2,000,000 to $5,000,000; and 2.04% and 21.34% for agencies in the $5,000,000 to $10,000,000 billings class.

The ratio of service fees to gross agency income, averaged for all size classes, rose from 4.33% in 1953 through 5.12% in 1956 to 20.9% in 1959. Individual percentage increases from 1953 to 1956 were relatively slight, the Rubel survey showed.

"Fees are now a significant part of the income of all types and sizes of advertising agencies," Mr. Rubel noted.

In terms of agency type, the ratio of fees to total income is much lower for national consumer agencies (12.29%) than for regional or local shops (22.01%) or industrial agencies (23.96%).

- "Mixed" agencies (those which do not fall into the "regular" categories because less than 50% of their billings are in any of the three identified classes) have the highest ratio of fees to total income—32.22%, the Rubel survey found.

According to Mr. Rubel, these

(Continued on Page 110)

Quaker Oats' Life Cereal Gets Debut via April Campaign

CHICAGO, Feb. 2—Life, a presweetened oat cereal, will be introduced nationally during April by Quaker Oats Co.

Advertising for Life will break the first week in April in newspapers in some 100 markets. Copy in the full color, page ads will stress the fact that Life's protein is 100% as efficient as the protein in meat or milk.

In addition to newspapers, ads have been scheduled in *Ladies' Home Journal, McCall's* and *Reader's Digest*. Network tv spots will run on the "Tom Ewell Show" and on four or five daytime tv shows sponsored by Quaker. A spot tv schedule also will run in some 50 markets. J. Walter Thompson Co. is the agency.

The new cereal product will be packaged in 10 oz. packages and will retail for about 29¢. Life has been in test markets in some 10 cities since 1958. #

Hicks & Greist Resigns; Pez to Daniel & Charles

NEW YORK, Jan. 31—In words as sweet as candy, Hicks & Greist and Pez Haas Inc., maker of Pez candy and candy dispensers, announced they have parted company. The break will be effective March 1.

Pez has named Daniel & Charles to take over at that time.

It was H&G which dispensed with the candy company. The agency found that handling Pez at the same time that an older and larger client, Walter H. Johnson Candy Co., Chicago, was developing new products, was too big to chew.

Charles V. Skoog, H&G president, said: "It appears certain that a conflict of interests makes it impossible for us to continue as the Pez agency." He declined, however, to disclose the new product developments.

Pez has been a client for about 18 months. According to the agency, Pez did about $250,000 worth of advertising (including capitalized fees). The company's own comment on that figure was a honeyed laugh.

- Johnson Candy has been an H&G client for about four years. The company's big product is its Powerhouse candy bar, and less than a year ago it kicked off a substantial spot radio campaign, for which an eventual 50 to 100 stations were scheduled (AA, June 20). Tied in with the campaign, which featured hit recordings, was a $75,000 contest for teen agers. #

'Borderline' Publications Periled by P.O.'s 55%-Paid Rule for 2nd Class

Some Would Be Hurt; ABP, Major Publishers Regard Plan Favorably

NEW YORK, Feb. 2—The Post Office Department's ruling last week (AA, Jan. 30) on second class postage rates has created a first-class rumpus in several magazine publishing houses.

Several fear that some borderline magazines "will have their backs to the wall." Some even predict that one or two magazines could go out of business. Others indicate that it may take years for some new publications to build circulation to the point where they can qualify for second-class privileges in terms of the new minimum.

The new standard set by the Post Office bars second class postage rates to publications with less than 55% paid distribution. The minimum base will go to 65% on Jan. 1, 1962.

The Post Office now interprets "distribution" to mean the total number of copies sent out by a publisher, regardless of whether they are ultimately sold. The effect of the regulation, then, is to endanger publications with a high percentage of newsstand returns.

While the giants report they will not be affected by the ruling, and business publications organizations generally are enthusiastic, it is the close-to-55-percenters who are worried.

- One publisher, who preferred to remain anonymous, said: "The ruling will put some publications out of business. I can see where a magazine may go along quite well with a 2% profit, and then be forced to switch from second class rates. This expense could very well be the difference between solvency and being in the red. It could put the borderline publications against the wall."

Few are prepared to name the publications they fear may lose the second class rate. It would be a dead giveaway to the competition. However, at least one New York publisher admitted off the record that "one of our books is close to that."

From the Magazine Publishers Assn., the official word is that the situation is too delicate to comment on.

- Associated Business Publications, however, welcomes the stipulation. Except for two publications, all members qualify for second class rates. The two publications that may have to strain for qualifications are *Screen Process* and *Educational Screen & Audio Visual Guide*. Both have paid circulations between 50% and 70% and both are provisional members of ABP. As provisional members, these publications must achieve 70% paid circulation in three years.

- ABP has been a staunch supporter of the tightening of second class privileges. Last May, William K. Beard, president, wrote to Edwin A. Riley, director of the postal services division of the Post Office Department, commending the original proposal of a 70% base.

Endorsing the tightening of the regulations, Mr. Beard wrote: "Perhaps a 70% paid requirement will work a hardship on new publications which of necessity must start as 'controlled circulations' publications. It could take them longer to attain second class entry. It might mean that fewer publica-

(Continued on Page 103)

Sell Quality, Hobbs Advises NADA Meeting

San Diego Dealer Sees Demise of Compacts as Buyers Want 'em Fancier

SAN FRANCISCO, Jan. 31—Whit Hobbs, vp and director of Batten, Barton, Durstine & Osborn, New York, today told the 44th annual convention of the National Automobile Dealers' Assn., "We are in the middle of the most extraordinary social revolution that has ever occurred.

"The accent is on youth," Mr. Hobbs told the car dealers, "and the emphasis is on brains. We've got a new kind of customer, and he's got to be sold in a new kind of way."

- Mr. Hobbs urged the dealers to "join the revolution and sell up—with taste.

"Sell quality," he said, "because today's customer won't settle for anything else. The nation's new car buyers are on the move—the move to the suburbs. And they're moving up—in the social strata. They have a passion for self improvement, an

(Continued on Page 58)

Joe Lowe Bases Popsicle Contest Ads on (Mr.) Hope

NEW YORK, Feb. 1—Joe Lowe Corp. will run an extensive spot tv, print and outdoor campaign to promote its series of 10 weekly Popsicle contests, starting May 28.

Bob Hope will be featured in the Popsicle ads, and merchandising efforts built around the theme, "Where there's Popsicle, there's Hope." The comedian will be included in all but the tv ads, where his contracts with Buick prohibit such appearances.

- Starting the first week in June, 10-second tv spots will be used in more than 100 markets, in peak juvenile viewing periods when available. Approximately 10 spots per week per market will be used in the six-week effort. This will be backed by ads in about 120 Sunday newspaper comics sections, pages in the Archie comics book group, and 24-sheet posters in 350 markets.

Grand prizes in the contests, open to all boys and girls, will be two swimming pools per week, each complete with filter, fence, sundeck and poolside seats. Other prizes, all denoting a "water sports" theme, include sailboats, fishing kits, cosmetics-filled beach bags, skin diving equipment and air mattresses.

- Entrants will color a picture puzzle of Bob Hope at poolside and send it to the company with an entry blank and three labels from any of its products. Entry blanks will be available from Popsicle dealers. Merchandising materials will include gift lists and 400,000 window displays.

The contest will be extended to Canada, where a supplementary group of prizes will be awarded.

Gardner Advertising Co. developed the program. #

Scott Needs Bigger Agency for Its Lawn Seed; Appoints Y&R

COLUMBUS, O., Jan. 31—O. M. Scott & Sons, which has been a heavy user of direct mail advertising, has moved its $1,000,000 account to Young & Rubicam in advance of a "greatly expanded" effort in national magazines during 1961.

The lawn seed company's switch to Y&R from Geer, DuBois & Co., both New York, represents its second agency appointment in as many years.

Until late 1958, Scott—then spending more than $2,000,000 annually in direct mail—was handled by Weimer Organization, a Columbus agency wholly owned by Scott and specializing in direct mail and merchandising operations.

According to Dr. Joseph E. Howland, assistant to the president of Scott and director of advertising, the company decided to get out of the mail order business and concentrate in other media, primarily magazines. It moved its account from its subsidiary, Weimer, to Geer, DuBois.

■ "Now we have got our feet wet in the national books and are moving to a larger shop." Dr. Howland told ADVERTISING AGE. The Weimer Organization, which was started in 1947 and was taken over by Scott upon the death of its original owner, C. F. Weimer, continues as a subsidiary of Scott, Dr. Howland said. #

Sudler Exhibit Opens

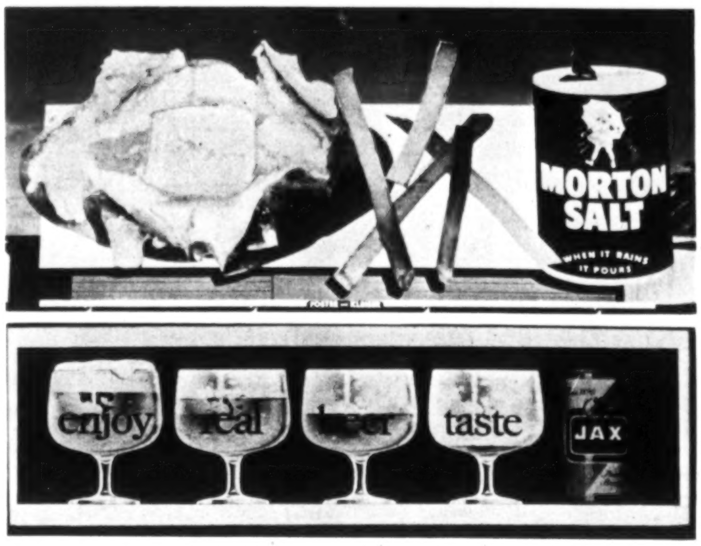
An exhibition of work by Sudler, Hennessey & Lubalin, the design division of Sudler & Hennessey, New York, will be held Feb. 3-28 at Gallery 303, New York. The gallery is sponsored by the Composing Room Inc., typographer.

Vermont Sets Campaign

"Vermont Is a State of Mind" is the theme of a new campaign for the Vermont Development Commission. In newspapers in New York, Boston and Montreal, the slogan will be used as a three-column banner under which will be grouped all Vermont resort ads. Starting with the Jan. 28 *New Yorker* and Feb. 13 *Sports Illustrated*, a series of one-column ads will feature the state's ski attractions. Half-pages in *Holiday* also are planned. Rumrill Co., New York, is handling.

National Dairy Expands

National Dairy Products Corp., New York, has acquired more than 80% interest in Dominion Dairies Ltd., Montreal, through an exchange of stock involving more than $6,000,000. National Dairies' Kraft Foods division has operated in Canada but this is the first entry in the Canadian milk and ice cream business.



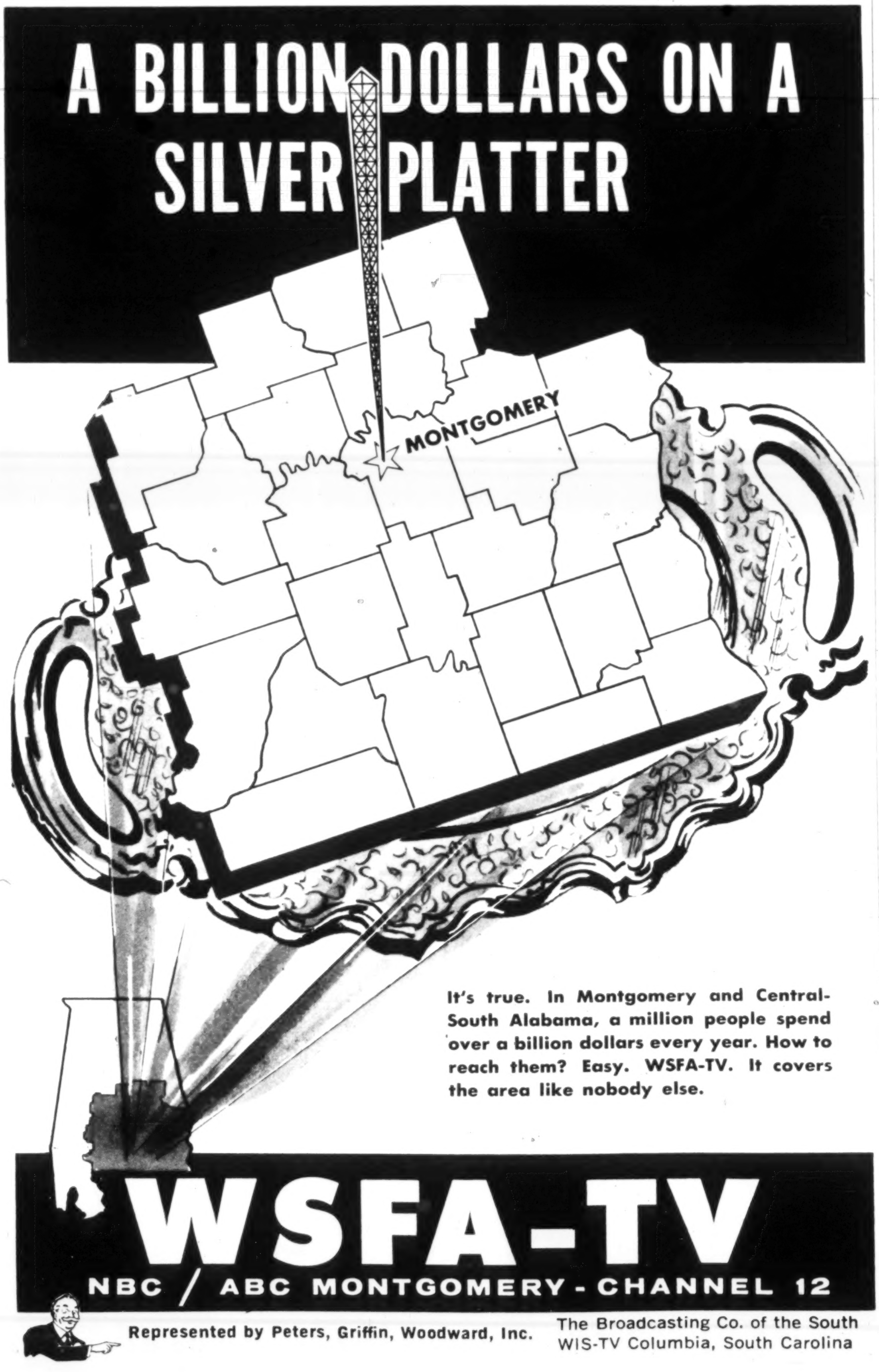
ADDITIONAL WINNERS—*In addition to the three grand awards given at the national competition of outdoor advertising art by the Art Directors Club of Chicago (AA, Jan. 30), first awards were given in a number of classifications. The Morton Salt design (Needham, Louis & Brorby) won first award in the embellished painted bulletin classification, and the Jax Brewing design (Doherty, Clifford, Steers & Shenfield) won first award in the painted bulletin category.*

New Haven Ad Club Invites Contest Entries

New Haven, Conn., based advertisers or agencies are invited to submit samples of their work in any media to the second annual competition of the Advertising Club of New Haven County. Awards will be made in 21 categories, from newspaper to direct mail. The contest deadline is Feb. 10; winners will be announced at an annual awards banquet in Cheshire, Conn., March 7. Additional information may be secured by calling Mr. Hershatter, New Haven, LOcust 2-3294.

Kudner Adds One, Names One

Kudner Agency, New York, has been named to handle advertising for Lenkurt Electric Co., an electronics maker in San Carlos, Cal., recently acquired by General Telephone & Electronics Corp. Kudner also handles advertising for the parent company and other General Telephone subsidiaries, including Sylvania Electric Products. Kudner has named Lew Gotthainer, formerly with Ellington & Co., an account executive on the National Distillers account, succeeding Lester Rounds, who has left the agency.



A BILLION DOLLARS ON A SILVER PLATTER

It's true. In Montgomery and Central-South Alabama, a million people spend over a billion dollars every year. How to reach them? Easy. WSFA-TV. It covers the area like nobody else.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

VA
N C
ARK
S C
MISS
LA
ALA
GA
FLA

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In The
Top 20 In
Total Retail Sales

Quickest Route to
Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top markets almost bumper to bumper with Baton Rouge, Chattanooga and Mobile and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, THIS WEEK delivers the impact where you need it most week after week—in 13,000,000 American homes—in 43 "make-or-break" markets where 73% of all retail sales are made!

February 5, 1961

This Week
MAGAZINE
43 GREAT NEWSPAPERS

Gen. James Gavin tells how

Rocket secrets can give our economy a boost! ...Page 8

Also in this issue:
Audrey Hepburn
Victor Canning
Jackie Gleason
Stan Musial
The Duchess of Windsor
Theodore Reik
Eileen Ford
Clementine Paddleford

Plus! No. 1 in a great new series: THE ART OF LIVING ...Page 2

Putney The Cat screen tests with Audrey Hepburn for a new movie Page 6

Check these top advertisers who are using it this week!

PAGE

American Geographical Society
Baker's Angel Flake Coconut
Birds Eye Frozen Foods—
  Chicken, Turkey and Beef Pies
General Mills, Inc.—
  Betty Crocker Products
Kent Filter Cigarettes
Knox Gelatine
Kraft Spaghetti Dinner
Lipton Tea
Miles Products—
  Alka-Seltzer
Oldsmobile
Pond's Creams

THREE-FIFTHS OF A PAGE

Baker's Unsweetened Chocolate
Miss Clairol Hair Color Bath

HALF-PAGE

Swift & Company—
  Brown 'N Serve

OTHER

Doan's Pills
Dr. Scholl's Air-Pillo Insoles
Fasteeth
Fidelity Fund
Geritol
Good-aire Air Freshener
Lysol Brand Disinfectant
Max Factor & Co.—*Erace*
Midol
Murine For Your Eyes
E. J. Murvon—
  Seeds and Bulbs
Perma-Grip Dental Plate Powder
Tek Toothbrushes
Vick Chemical Company—
  Vicks Cold Tablets

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

Builders Told They Need Massive Promotion to Sway New Home Buyers

Study by F&S&R Shows Housing Industry Loses Share of Consumer Dollar

CHICAGO, Jan. 31—Home builders today were told that a massive promotional campaign is needed to change people's opinions and misconceptions about new-home buying.

The National Assn. of Home Builders and its agency, Fuller & Smith & Ross, New York, presented the NAHB convention with first results of nationwide research done to pinpoint the consumer market for new homes.

This will be followed by advertising and promotion based on what the research shows. The budget for such a program will not be determined until after the full report is completed in April. But J. A. McKinven, vp and creative director of F&S&R, said that ideally a "massive" program should be undertaken, since the object is to change long-held prejudices and misconceptions about home buying.

■ Giving some examples of how the problem would be "translated into creative solutions," Mr. McKinven suggested as a theme: "Better living begins when you own a new home." He showed examples of ads appealing to emotions (one pictured mother and children, headlined: "For their sake, live these good years in the best home you can buy") and another seeking to stress factual information (a table of incomes, home values, mortgage rates, etc., headlined: "How much house can you afford?").

F&S&R began the first phase of the Housing Industry Promotional Operation (HIPO) program last November, with depth interviews of 1,500 household heads throughout the U. S.

Although the research project is not complete, John Maddox, senior vp in charge of the agency's research department, noted that the home builders will have to influence three decisions by heads of households: (1) To move or not to move; (2) to buy or rent; (3) if they buy, to buy a new home or a used home.

Out of 30,000,000 white urban households, 6,000,000 moved last year, he said. About 3,500,000 of those rented; 1,900,000 bought used homes; and 600,000 bought new homes.

Some of the highlights of the survey:

- Two-thirds of the new-home buyers earn less than $7,000 annually.
- Of new-home buyers, 32% owned a home previously, 49% rented, and for 19% it was their first residence.
- Realtors have about a 10% better "image" in the minds of consumers than do home builders.
- "Lack of space" was mentioned most often (38%) as the reason for deciding to move.
- People who buy used homes most often say they do so because of lower taxes, better location and better construction. New-home buyers most often mention that they can get their money out of a new home more easily, and they are easier to care for.

■ The research project, costing $150,000, was financed jointly by NAHB members and the manufacturing committee of the Housing Industry Council.

FIR TREE—*Simpson Timber Co., Seattle, held a drawing at the National Assn. of Home Builders convention in Chicago, with the winner getting an acre of trees, in the form of 600 Douglas fir seedlings like this one. Lennen & Newell, San Francisco, handled the project.*

Builder E. W. (Ted) Pratt, chairman of the HIPO management committee, said the promotional campaign was "the most important and far reaching project ever undertaken in the industry." It is needed, he said, to counter increased competition for the consumer dollar. "We are being badly out-promoted," he said, "both in volume and strategy" by other industries. In the past 20 years, he noted, the home builders' share of the consumer dollar has slipped from 20% to 15%.

When the full report on the research is made in April, it will be sent to NAHB members and cooperating manufacturers, along with ideas on how to put the information to work.

The promotional program, which has as its goal to increase new home sales by 250,000 a year by 1970 (above normal increases), will be paid for by NAHB and manufacturers.

■ Nine builders were honored by *Practical Builder* at the NAHB convention for their prize-winning entries in the 11th annual merchandising contest.

National and regional merit awards were given to houses in two price groups (under $16,000 and $16,000 to $25,000) by *Parents' Magazine*, in annual competition for "best homes for families with children."

Better Homes & Gardens announced winners of its builder contest for "idea homes," and showed a presentation on "The Consumer's Side of the Story," based on the results of 15 housing forums conducted throughout the U. S.

American Home selected six "best homes for the money" in various regions of the country, and presented them in their February issue, featured at the convention.

Popular Mechanics introduced its "new products house" promotion for 1961. About 25 builders in various locations will build the model home and promote it locally. *Popular Mechanics* will feature it in its September issue and help builders promote it locally. ≠

Ward Joins Fessel, Siegfriedt

John Ward, active partner, exec vp and art director of Seery & Ward, Louisville, has joined Fessel, Siegfriedt, Dooley & Moeller, Louisville, as creative director. He will coordinate the copy and art departments.

Rotiform to Curtis Winters

Rotiform Co., Santa Monica, manufacturer of torquemeters, has named Curtis Winters Co., Los Angeles, to handle its advertising. Product engineering and manufacturing publications will be used.

What Advertising Isn't Institutional?

How should a company register its rank and reputation, its policies and plans, with the financial community?

One way is through an informative campaign of institutional advertising. There is also a second, perhaps even more important way. The right kind of product advertising.

by George H. Gribbin
President,
Young & Rubicam, Inc.

Product advertising does more than move merchandise. It helps to establish the character, the personality, the public image of the company and its management. It can stamp a company as alert and progressive or it can present a far less pleasing picture.

Bankers, brokers, investors are all consumers, too. They see and read and hear consumer advertising.

Perhaps that is why more and more companies are asking of all their advertising not only, "What does it say about our products?", but also, "Will it generate respect and confidence for our company?". . . and "Will it reach the all-important leaders of the financial community?"

SPONSORED BY BARRON'S (THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES)

GROCERY PRESIDENT CERTIFIES SUNSET FOR FOOD MARKETING

Campbell Stewart, Los Angeles, president of Certified Grocers of California, Ltd.: "Sunset is full of information Westerners want. Its authority and lasting quality are beneficial to the food advertiser."

KAISER CENTER
The White House

DEPARTMENT STORE PRESIDENT MERCHANDISES WITH SUNSET

Reginald Biggs, president of The White House department stores, San Francisco-Oakland, reported "an unprecedented volume of traffic on our home furnishings floor" after a Sunset promotion.

HOTEL EXECUTIVE REACHES WEST'S BEST TRAVELERS IN SUNSET

Severt W. Thurston, Chairman of the Board of Western Hotels, Inc., Seattle, knows that effective advertising is needed to keep 33 hotels well-filled. That's why Western Hotels is a steady advertiser in Sunset.

TRAVEL DEAN AND SUNSET HAVE A WORLD IN COMMON

Travel Man R. W. ("Bert") Hemphill, Los Angeles, said to be the world's most widely-traveled man, says of Sunset, "It's the best way to find out what interests Westerners in the way of travel."

LIFETIME RETAILER STAGES SUNSET PROMOTIONS

Frederic Hirschler, president of The Emporium-Capwell Company, Northern California, has merchandised, each year since 1950, with a Sunset Storewide Promotion. He refers to Sunset as "exceptional."

COMMUNITY PLANNER-BUILDER RECOMMENDS SUNSET

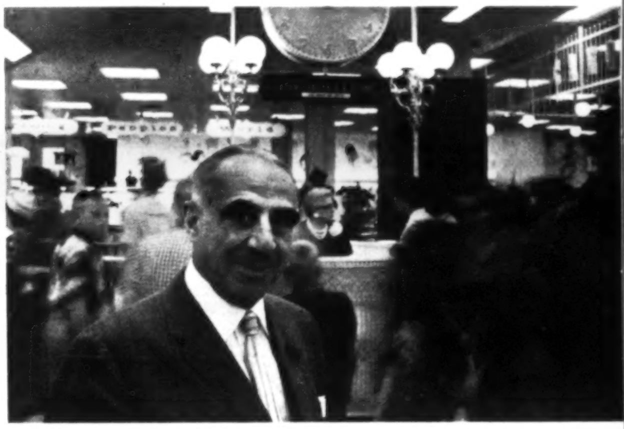
David Bohannon, San Mateo, creator of Western communities, says, "Sunset, more than any other magazine, has stimulated good Western home design and intelligent treatment of building sites."

RETAIL EXECUTIVE USES SUNSET AS MARKET BAROMETER

Walter J. Brunmark, vice president of The May Company, Southern California, calls Sunset "a positive plus to all retailers. For consumer goods," he says, "it is definitely the best magazine in the West."

FATHER-SON GROCERY TEAM SELLS WITH SUNSET, TOO

J. B. and Willard Rhodes, officers of Associated Grocers, Inc., Seattle, "always recommend Sunset first" to their suppliers. They say, "Sunset is by far the greatest merchandising tool in the West — bar none."



THIRD GENERATION MERCHANT KNOWS SUNSET'S INFLUENCE

Aaron Frank, president of Meier & Frank department stores, Oregon, refers to Sunset as "The Voice of the Pacific Northwest" and says, "I know of no other magazine that can match it."

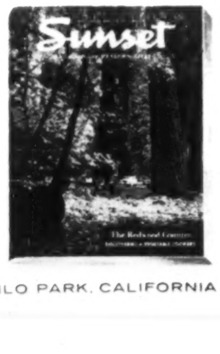
WESTERNERS WHO SELL WITH SUNSET

These gentlemen are some of the West's top business men. Their fields of endeavor are varied: travel, retailing, foods, home building, hotels. But for all their diverse interests, they have one thing in common. They all sell with Sunset, and most of them have been using it to merchandise their wares for a long time.

The enthusiasm of this group of Westerners for Sunset is based on one primary fact: Sunset works for them. Sunset's 2,000,000 adult readers set the living and buying patterns in their own communities, are generous consumers of products and services. Sunset is their textbook of Western cooking, gardening, travel, and home design. They live with it, and *by* it.

One reason for this is that Sunset is edited *exclusively* for Western Living. Sunset goes further, too, in recognizing *local* needs and interests than any other publication, with three highly-specialized zone editions *within* the West and Hawaii. This kind of service has created the bond between Sunset and its readers.

This close relationship with its readers explains why Sunset so effectively sells the Western market. After all, Sunset readers are the West's best customers. Your advertising can reach this influential audience, too. In Sunset, the West's *own* magazine.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

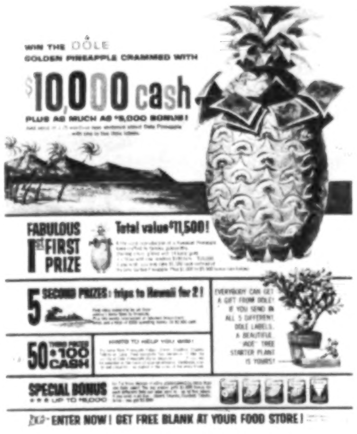
Dole Sets Magazine, Supplement Ads for $27,500 Contest

SAN FRANCISCO, Feb. 1—Four-color pages in three magazines and a number of Sunday supplements will launch the 1961 spring Dole pineapple promotion with its "golden pineapple" contest and a life-size gilded sterling pineapple crammed with $10,000 as the top prize.

The ads will appear in the March 4 issue of *The Saturday Evening Post*, March 12 issue of *This Week Magazine* and independent supplements, the March issue of *Woman's Day* and the April issue of *Family Circle*.

Two-color pages will run in 20 trade publications. A point of purchase display kit will back the campaign.

For a chance to win the hand-crafted silver pineapple gilded with 14K gold, contestants will be required to submit a Dole label and complete in 25 or fewer words a sentence beginning, "I like the variety of Dole pineapple styles because . . ." In lieu of the "pineapple," the winner will be allowed to take $1,500 in cash, if desired.


WIN THE DOLE GOLDEN PINEAPPLE CRAMMED WITH
$10,000 cash
PLUS AS MUCH AS $5,000 BONUS!
FABULOUS 1st FIRST PRIZE
Total value $11,500!
5 SECOND PRIZES: trips to Hawaii for 2!
EVERYBODY CAN GET A GIFT FROM DOLE! IF YOU SEND IN ALL 5 DIFFERENT DOLE LABELS, A BEAUTIFUL "ADE" TREE STARTER PLANT IS YOURS!
50 THIRD PRIZES $100 CASH
SPECIAL BONUS UP TO $5,000
ENTER NOW! GET FREE BLANK AT YOUR FOOD STORE!

BIG LOOT—*Hawaiian Pineapple Co.'s biggest spring drive for Dole is based on a consumer contest.*

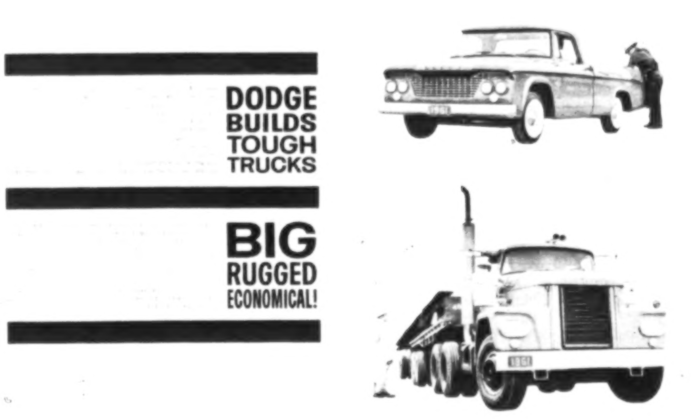
■ If the grand prize winner also submits up to five labels from various Dole products with his entry, he will also receive cash bonuses of up to $5,000.

There will also be five second prizes (two-week, first-class trips to Hawaii for two and $500 spending money, or $2,500 cash) and 50 third prizes of $100.

The contest was planned for Hawaiian Pineapple Co. by its agency, Foote, Cone & Belding, San Francisco, under the direction of Hal F. Griswold, Dole advertising director. #

Haber Adds 51 Type Faces

Haber Typographers, 115 W. 29th St., New York, has issued a 32-page catalog supplement showing 51 new type faces. A copy will be sent to those requesting it on company stationery.



RUGGED—*Dodge will use spreads like this in business publications. This one will appear in Nation's Business in February.*

WPTV Promotes Kampion

Ken Kampion has been promoted from regional sales manager and film buyer to national sales manager of WPTV, Palm Beach.

Dodge Maps Multi-Media Truck Drive

DETROIT, Feb. 1—Dodge's campaign for its trucks goes into high gear this month with outdoor, newspapers, magazines and the first use of a full radio network for its trucks.

The media schedule includes:

Outdoor: 2,700 boards in 250 markets in February, plus a similar program in May. Both campaigns will feature the Dart pickup.

Radio: The Alex Dreier Mon.-Fri. evening news show over the full ABC radio network, starting Feb. 6. A supplementary spot radio drive is scheduled for March and April in 50 markets.

Newspapers: About one insertion a week in 150 markets during March and April.

Magazines: Dodge will continue its strong magazine schedule in the first half of 1961, using business, farm, truck fleet and state trucking magazines, plus vocational publications.

Television: Dodge truck commercials will be used on "Lawrence Welk's Dodge Dancing Party" on ABC Saturday nights.

Batten, Barton, Durstine & Osborn is the agency. #

'L.A. Times' Boosts Nancrede to General Ad Manager

Ed Nancrede

Ed Nancrede has been appointed manager of the *Los Angeles Times* general advertising, succeeding H. B. Jette, who will service the general staff in an advisory capacity until his retirement early this year. Mr. Nancrede has been sales manager of general advertising since June, 1959. For nine years previously he had been assistant manager of general advertising. He joined the *Times* in 1934.

Mr. Jette had been assistant general ad manager since 1938 and in 1940 was named general ad manager.

Revlon Buys Flower Maker

Revlon Inc., New York, has purchased Zunino-Altman Inc., New York, for an undisclosed amount of cash and will operate it as a wholly-owned subsidiary with no changes contemplated in personnel or policies. The company markets artificial plastic flowers direct through retailers and florist supply houses. Advertising has been placed direct, and will continue for the present.

HAPPY
Ideal for Put Up Job

RESPONSE-able
New York takes home the
WORLD-TELEGRAM

It's first in food. The World-Telegram is carried home every evening to housewives whose grocery lists are as limitless as the variety of their menus.

In better areas all over the New York market, these homemakers depend upon its Thursday Food Pages as their complete guide to grocery shopping. It gives them everything from exotic recipes to the advertising of food chains and famous brands.

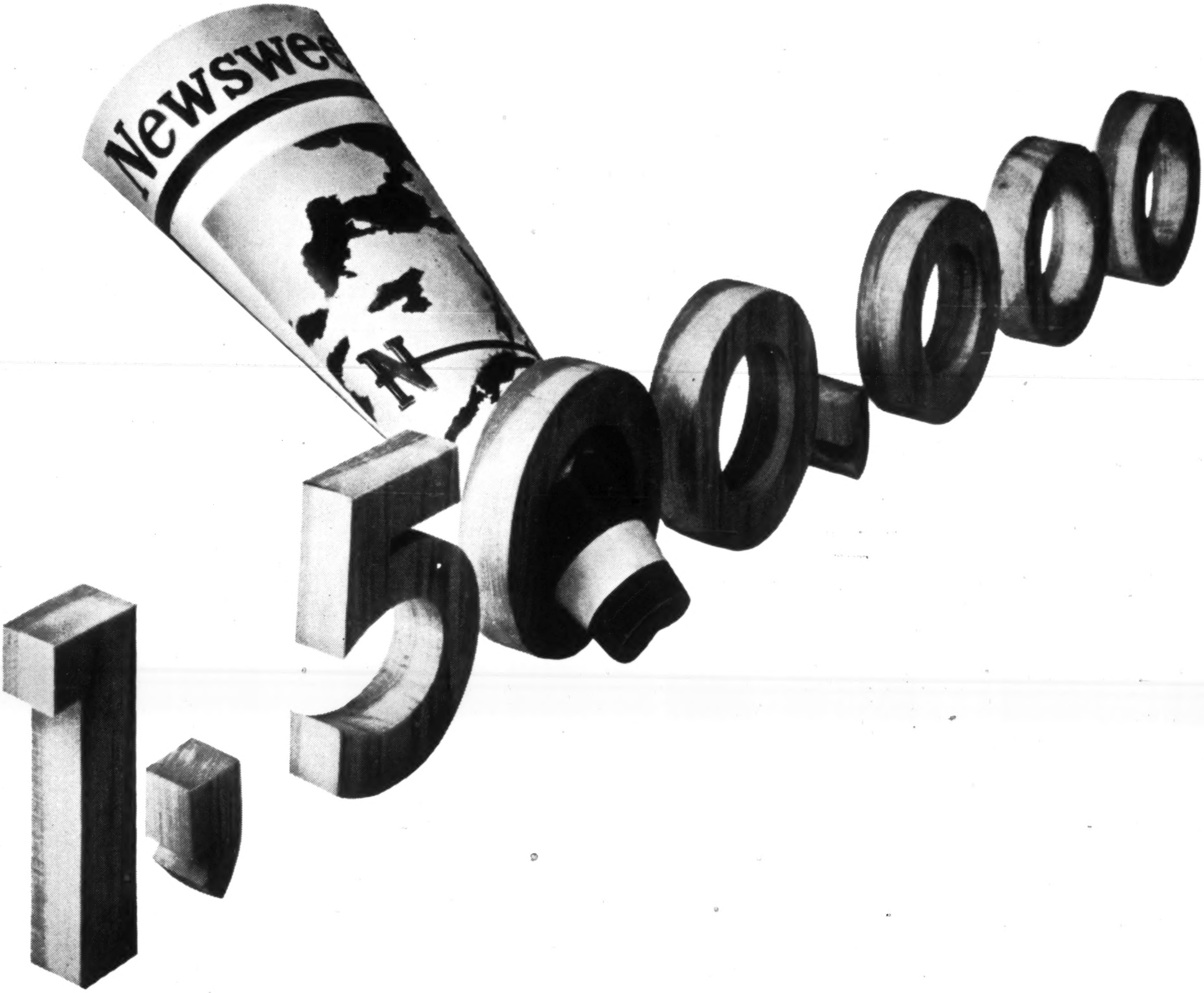
The World-Telegram carried more total full-run grocery advertising during 1960 than any other New York weekday or Sunday newspaper.*

Food advertisers know from the weight of their sales that *profitable* volume is found in the brand-conscious homes of "RESPONSE-able New York."

NEW YORK WORLD-TELEGRAM
New York's *quality* evening newspaper

**Retail and National Combined (Media Records)*

. . . ahead of the news, behind the headlines . . . for people at the top



A bonus . . . and a promise

With the January 9, 1961 issue, Newsweek circulation reached an all-time high of 1,500,000.* For advertisers in that issue, this meant a circulation bonus in excess of 100,000 above Newsweek's 1,400,000 guarantee (which went into effect with the January 2 issue). To these and to all other advertisers, Newsweek makes the following promise: During the balance of 1961, whatever substantial circulation bonus Newsweek delivers to you will be available at *no increase in advertising rates.*

**Publisher's estimate*

Fedders Sets $4,000,000 Push Over 4 Months

77-Second Installation, Climatimer Get Stress in April-July Campaign

MASPETH, N.Y., Feb. 2—Fedders Corp., which refers to itself as the world's largest manufacturer of air conditioners, is all set for a big blow in 1961.

In the four months ending Aug. 31, Fedders will invest $4,000,000 to advertise 83 different air conditioner models, ranging in price from $163 to $289. One model will be for "that small bathroom window."

The company said the campaign, which will peak in May and June, will represent the largest ad investment behind a single product line in the appliance business. The campaign will be handled by Hicks & Greist. The ad investment will top the 1960 outlay by $1,500,000.

■ Fedders, which has been outlining 1961 sales plans to distributors, said it invested more in newspaper ads last year than its two closest competitors—General Electric and Westinghouse—combined, and that it intends to do better this year.

Theodore J. Grunewald, senior vp and director of radio and tv at the agency, said the campaign will feature ease of installation of Fedders' new "77-second system," and the Climatimer, said to be the only automatic clock-timer unit on the market.

■ Basic theme of the ads will be, "From carton to cooling in 77 seconds." For the Climatimer, the theme is: "Why cool an empty room or come home to a hot one?" Mr. Grunewald said the Climatimer works "like a clock radio," which can be pre-set for specified times.

He said Fedders has scheduled 34 network participations on CBS-TV and NBC-TV, each involving about 170 stations. Concurrently, a 10-week saturation radio network campaign has been scheduled on 440 stations. A total of 90 five-minute news programs and 27 network participations have been booked on Mutual; in addition, a "massive cut-in operation" on each Mutual station, has been arranged, with local commercials mentioning dealers.

■ Spot tv and spot radio will highlight promotions in key markets. In New York, for example, Fedders has bought 168 one-minute commercials. "The schedule varies from city to city to balance the network program." Most radio spots will be placed by distributors.

The print campaign will start with black and one-color pages in *Life* in April and *The Saturday Evening Post* in May.

The newspaper campaign is scheduled for 70 to 80 cities, with, for example, 25,000 lines set for New York newspapers.

■ Outdoor ads will run in 80 cities, with No. 50 showings in April and May. In addition, 3,200 four-color ads will appear in 1,600 cars on New York subways. "This is something we have tailored especially for New York," Mr. Grunewald said.

A direct mail package for each dealer is being prepared. Each mailer is in two colors and will include a free gift certificate. #

Kennedy Wary, but Plans to Seek Some Postal Rate Boost

WASHINGTON, Feb. 2—The Kennedy administration was gearing up this week for an effort to convince Congress to go ahead with postal rate increases this year.

President John F. Kennedy publicly registered his interest in getting the rate increase. His new Postmaster General was still working out the details.

■ The President told his press conference yesterday that rate increases were one of the major revenue items that were considered by former President Dwight D. Eisenhower in the preparation of the government's 1962 budget. President Kennedy said he had no illusions about the likelihood of getting the $843,000,000 rate increase which his predecessor suggested, but that he was going ahead with requests for a postal rate increase.

His skepticism was reflected by key congressional leaders. Rep. Tom Murray (D., Tenn.), chairman of the House Post Office and civil service committee, noted that his committee has been unable to rally support for rate increases in the past, but he indicated he will try when the administration gets a bill ready.

■ While the administration's rate bill was still being drafted, Postmaster General J. Edward Day was telling mail users and postal employes about his plans for the department:

For mail users, he pledged that the department's new officers will distinguish between postal costs for services comparable with those of private business, versus those which represent public service.

For postal workers he promised "a tone of alertness and enthusiasm. We hope to avoid flowery language, excess formality and dullness," he said. "We seek to cut down on over-long letters, over-long memos, over-long conferences, over-long chains of command—even over-long lunch hours."

■ The administration's rate bill reportedly will be anchored to the 5¢ letter and 8¢ airmail. It will likely include increases for second and third class mail, too.

The Postmaster General's statement distinguishing between "business costs" and public service costs was believed to signal his willingness to estimate postal deficits, for rate-making purposes, on a budget which eliminates postal functions which reflect subsidies, or uneconomic activities which are carried on as part of the postal operation. Sen. Olin Johnston (D., S.C.), chairman of the Senate Post Office and civil service committee, has contended the department's $900,000,000 deficit could be reduced by as much as $600,000,000 if mail users were credited for all subsidies and public service expense (AA, Jan. 30).

■ In his first public statement since taking office the Postmaster General told National Business Publications' annual Silver Quill Award dinner last week, "The Post Office has the primary responsibility of providing a real service to the people of the country.

"While we aim at increased efficiency, lower cost and better service," he said, "we fully realize that the Post Office today must fulfil many roles that are far broader than mere communications. We feel that the most efficient and economical movement of the mails is our No. 1 objective. We further feel that the new administration can and will make new and immediate economies in its management and publicity functions." #

Fashion
strikes a new note of elegance at home

HIGH FASHION—*Center spread of Vogue ad by Westinghouse Electric Corp. shows sets in rooms arranged by designers who will offer decorating service to Westinghouse customers.*

Cutting Price to Meet Coin-Op Rates 'Suicide' for Dry Cleaners: Browne

Cleaners Institute Warns Members, Plans No Counter Moves

PHILADELPHIA, Feb. 3—Dry cleaners who try to compete against coin-operated dry cleaning machines by cutting their prices are committing "suicide," William L. Browne, pr director of the National Institute of Dry Cleaning, said in a speech prepared for delivery Feb. 5 before the association's annual convention.

Mr. Browne's text refers to the hottest single topic at the convention, coin-operated dry cleaning machines and their influence on the dry cleaner (AA, Jan. 30).

"As long as you provide costly services like marking, sorting, spotting, finishing, bagging, storage, and delivery," he says, "you are not in a position to undersell the machine which provides only cleaning."

The institute does not plan to encourage or discourage the growth of coin-operated cleaning. "Our position has been and will continue to be that we want to know and to tell you all we can learn about the coin-ops . . . their costs . . . their technical capabilities . . . how customers accept them," Mr. Browne says.

■ He urges the dry cleaners to keep their advertising "affirmative and positive."

"At the same time that it hurts dry cleaning to have coin-ops say that dry cleaning is objectionable, it hurts us, too, to have the professional dry cleaners fighting the coin-ops by buying advertising which warns the public against using the coin-ops," according to him.

Great new Norge process brings self-service convenience and savings to dry cleaning!
BW BORG-WARNER.

CLEANING VILLAGE—*This two-color page in Business Week, Fortune, Time and U.S. News & World Report in January and February launched the Norge division of Borg-Warner Corp.'s new coin-operated dry cleaner (AA, Jan. 30). Clinton E. Frank, Inc. placed the ad.*

Frank Pollatsek, executive director of the Neighborhood Cleaners Assn., says the group "has advocated a cautious approach to the consideration of whether a dry cleaner should purchase coin-operated dry cleaning machines."

■ At a press conference before the convention, Jack A. Coleman, head of small equipment sales, American Laundry Machinery Co. called the addition of coin-operated dry cleaning machines a "revolution in service facilities for consumers. Within two years or less we shall see automatic, unattended laundries and dry cleaning establishments grossing $1 billion dollars annually," he said. His company franchises Econ-O-Wash coin-operated unattended laundries. The company is currently building the first of new "service centers" with color-coordinated equipment, air conditioning and music. #

Laundry Industry to Spend $40,000,000 to Promote Itself

PHILADELPHIA, Feb. 1—The professional laundry industry will be spending approximately $40,000,000 for advertising and promotion in 1961, Richard Vaughn, publicity manager for the American Institute of Laundering, told ADVERTISING AGE prior to the national convention of the institute here.

He estimated that expenditures locally, regionally and for the institute itself will be up about 5% for the year. The institute itself has allocated $100,000 for 1961 to promote the professional laundry institute by building up its own "Betty Furness" in the person of Mrs. Anne Sterling, national home counselor, through organizational, tv, radio and other appearances.

■ Increases in company expenditures, Mr. Vaughn told AA, revolve mainly around groups of laundries joining together to buy tv time and special radio programs on a regional basis.

The additional budgets, he said, are being used for radio spot schedules locally by individual firms who find tv time too costly.

Newspapers will continue to be used by individual laundries in small space, he said, while additional funds will benefit radio chiefly.

The laundry institute's budget will go mainly for public relations.

Gray & Rogers is the public relations agency on the account. #

Westinghouse Offers Free Decor Service

'Vogue' Effort Features Free Decorating Ideas for TV, Stereo Purchasers

NEW YORK, Feb. 2—Westinghouse Electric Corp., which has been promoting its tv and stereo consoles as pieces of furniture rather than appliances, is going one step further—it is now providing customers with free decorating service by four well-known designers.

The promotion is aimed at "fashion-conscious women, targeted as the best prospects for tv-stereo console sales," according to the company. Consequently, Westinghouse has tied in with a fashion manufacturer, Evan-Picone Inc., and has selected a fashion magazine, *Vogue*, for its advertising.

National advertising consists of a six-page b&w ad by Westinghouse, plus a color page by Evan-Picone in the Feb. 1 *Vogue*. Considerable co-op advertising is expected, including dealer-listing ads, individual store ads and radio spots. A number of stores are also expected to tie in with window and department displays. An eight-page supplement in the January issue of *Mart* alerted the trade.

■ The *Vogue* ad starts with the color page by Evan-Picone, picturing a model watching a Westinghouse tv. Since the ad appears in the "Americana" issue of *Vogue*, the model is seated in an early American rocker, sewing a "Betsy Ross flag." The tv set is housed in an early American cabinet.

The Westinghouse insertion opens with a spread announcing the free decorating service. A full-page photo shows the four interior designers involved: Michael Greer, Roger Hargreaves, Audre Fiber, Jay Dorf.

The ad explains that the free decorating service goes with the purchase of any tv or stereo console during February and March. The customer fills out a "decorator service form" provided by the dealer, and postmarked no later than March 31.

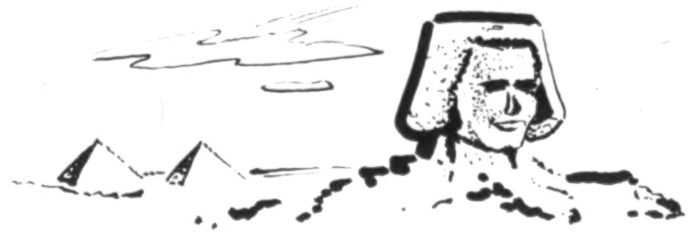
In return, the customer will receive, by mail, a living room plan, including "suggested furniture arrangement, color scheme, actual samples of fabric, paint and floor coverings, all custom-tailored to your personal requirements."

■ The other four pages in the ad do not mention the decorating service, but picture a room setting, designed by one of the four designers. Each room setting features a tv or stereo console and a model wearing Evan-Picone "at home" fashions.

Westinghouse has supplied promotion kits to stores, including streamers, counter cards, ad reprints and display and promotion ideas. Evan-Picone outlets are tying in with windows and in-store displays built around blow-ups of the *Vogue* ad. In some cases, actual tv and stereo sets will be included in the dress display. Grey Advertising is the Westinghouse agency; Papert, Koenig, Lois is handling the Evan-Picone ads. #

Jesson Joins W. F. Bennett

Andy Jesson has joined Walter F. Bennett & Co., a religious advertising agency, as manager of the Hollywood office, replacing W. E. Boice, who has resigned to open his own agency. Mr. Jesson was assistant manager and art director with Rutledge & Lilienfield, Chicago, until 1956.

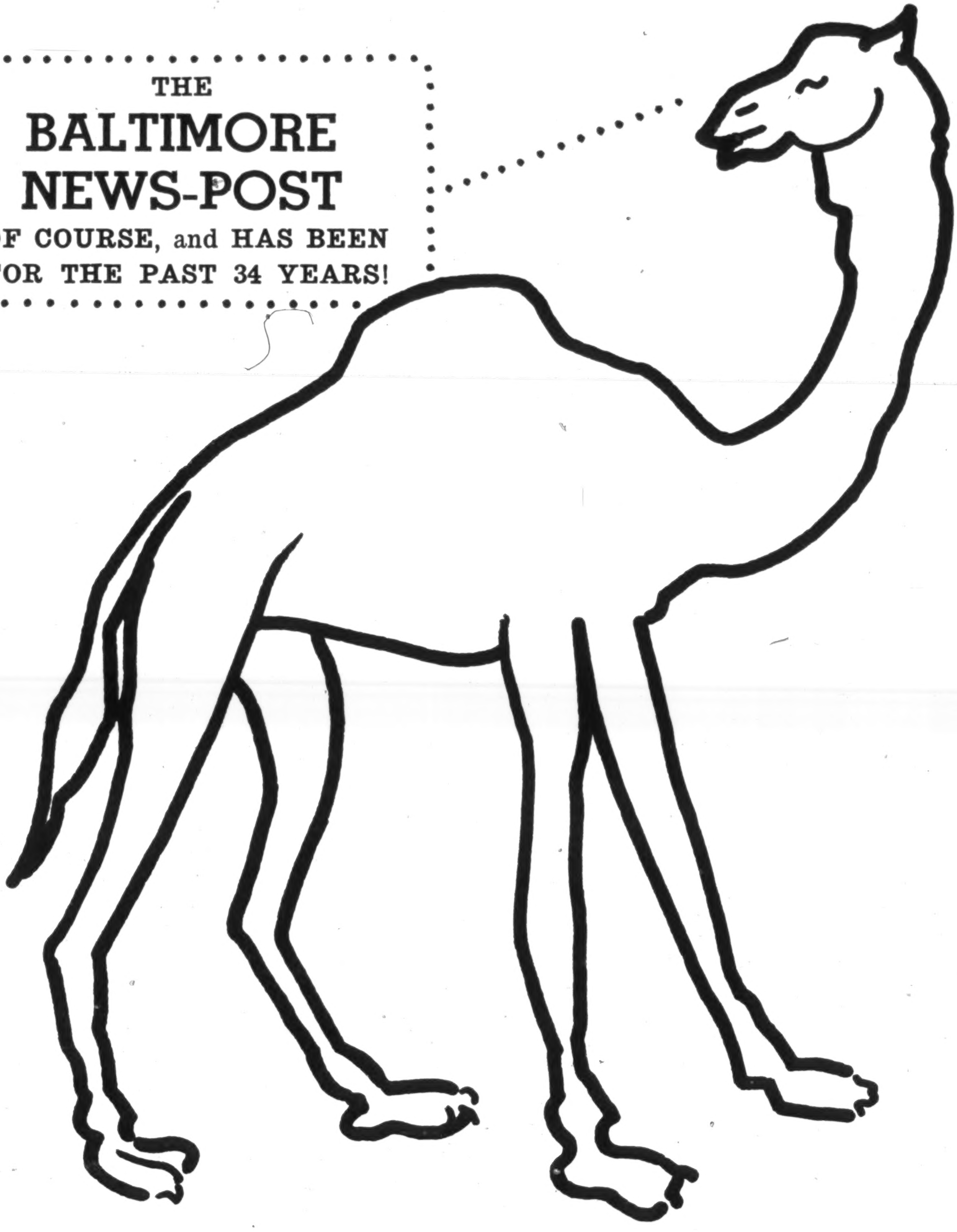


Who's First in Daily Circulation In Baltimore?

THE

BALTIMORE NEWS-POST

OF COURSE, and HAS BEEN FOR THE PAST 34 YEARS!



- FIRST IN BALTIMORE'S ABC CITY
- FIRST IN THE STANDARD METROPOLITAN AREA
- FIRST IN MARYLAND
- FIRST IN TOTAL

The Baltimore News-Post

Represented Nationally by Hearst Advertising Service Inc.
Offices in 15 Principal Cities.

Gudeman Urges More Research on Retail Ads

(Continued from Page 2)

Lamb
Wiley
Judd
Fish

CAPITAL GROUP—*Admen and members of Congress gathered at the midwinter Washington conference of the Advertising Federation of America included John Lamb, Batten, Barton, Durstine & Osborn; Minneapolis; Sen. Alexander Wiley (R., Wis.); Rep. Walter Judd, (R., Minn.); and Jim Fish, vp of General Mills, and AFA chairman.*

know how successful our ads are."

Mr. Gudeman related how Sears changed its newspaper ads from "pretty black", appliance and other hard item advertising to ads more in keeping with its new stores. It was virtually impossible to estimate success or failure of the campaign, he indicated. Sears spent about $3,000,000 for advertising that year in magazines. Mr. Gudeman estimates that the chain spends over $100,000,000 a year on all advertising expenditures.

■ The new Under Secretary of Commerce gave an example of the kind of information that could be obtained from "a statistical approach" to mail order advertising. Sears found that by circulating catalogs in cities where there were quite a few Sears stores, the company not only did a substantial mail order business, but it also increased the retail business from the same customers who received the catalogs.

"Now we couldn't justify sending that catalog to those customers," Mr. Gudeman said. "On the basis of the mail order sales only, we did not get sufficient sales from mail order alone to warrant the cost of the catalog. But when you added to it the retail business we got, then our advertising ratio was very modest and most satisfactory. So, of course, we started increasing the distribution of catalogs in retail store cities. This was a very scientific approach."

■ On the other hand, Mr. Gudeman said, about five years ago Sears came out with a high priced Allstate tire via ads in about 200 newspapers covering over 80% of Sears retail distribution. This was the highest-priced tire Sears had ever sold. Sales of its former highest-priced tire were less than 3% of its total automobile tire sales.

Within 60 days after the ads started appearing, Mr. Gudeman said, sales on the new tire rose to well over 15% of total sales. This figure, of course, was "most satisfactory."

But Mr. Gudeman asks: "Was that the right way to put over that promotion? We were more than satisfied because it seemed to work. Should we have gone on tv? Should we have gone on radio? Should we have used national periodicals? If so, which ones? How much space? Why? Do we have all those answers in the mail order? We haven't got a one in retail."

■ Turning to the Department of Commerce ("and here I talk with great knowledge, all of 14 days"), Mr. Gudeman urged AFA members to assist smaller manufacturers to discover the $19.5 billion-a-year export market, which is bigger than yearly sales of iron and steel or textile manufacturers, or expenditures for public construction or farm income, he said.

■ Douglas L. Smith, director of advertising and merchandising of S. C. Johnson & Sons, told the AFA's third annual Washington conference that "like it or not" tv advertisers are responsible for program content. The networks may say they control programming, he said, "but whom does the public hold responsible for a show they see and respect or dislike? To whom do they write in praise or protest? You all know; it is the sponsor.

"We have every right, and we should exercise it, to insist upon a respectful, clean, inoffensive treatment in connection with anything we sponsor," he said. "It is our money that pays the bills—or better yet it is our customers' money—and we owe them this consideration.

"Today, as sponsors, our obligations and responsibilities are increasing rather than diminishing. We cannot escape the onus—and in fact we should reach for it—that stems from the conscience of an advertiser who will strive to uplift—who will set some standards and adhere to them."

■ Dr. Hector Lazo, chairman of the marketing area of the graduate school of business administration at New York University, singled out "ignorance, just plain ignorance" as advertising's greatest enemy.

He declared: "I think most of us talking, writing and debating about advertising and its role in the economy and its impact on society just do not know what we are talking about."

Dr. Lazo said it's time "we stop apologizing, stop denouncing, stop threatening each other with dire consequences and start a constructive and, above all, a positive program."

He said there are two viewpoints to argue from, both equally powerful. "Those of us who believe in advertising argue from the vantage point of fierce partisanship," Dr. Lazo said. "Those who belong to the other camp argue from the equally powerful point of urge to reform with a sort of Sir Galahadian complex fighting holy crusades. To them most of our efforts appear to be wasteful, if indeed not antisocial."

Dr. Lazo made the point that advertisers are in danger "of becoming heirs to the title of the great and negative opposers. Back in the 1930s, to be for business was to be against the government, against the people and against progress. Let us not be euchered into a similar position in the New Frontiers of the 1960s."

■ Arthur C. Fatt, president of Grey Advertising, New York, sounded the alarm against "the efforts of a vociferous group to tamper with our economic power plant by enfeebling advertising and constricting selling."

He declared: "When a political campaigner proclaims that this country needs 'leadership, not salesmanship'; when a sociologist publishes a bulletin accusing advertisers of fomenting a fertility cult and trying to 'stimulate the continuation of high birth rates for their own self-interest'; and when our law makers and regulators load the legislative hoppers with bills to hog-tie advertising and selling, we must recognize these as warning gusts of ill wind."

■ James M. Landis, special assistant to the White House on regulatory agencies, told AFA members that it's natural for them to have "an intimate concern, a selfish concern" with the pace of our economic growth, since advertising is about the first thing to be eliminated from the budget as sales decline.

In appraising the regulatory agencies, he said they are not very efficient. "Delays, delays, delays characterize the action of almost every regulatory agency," he said.

Another problem, Mr. Landis went on, is the "tremendous fragmentation" of their jobs, which sometimes tend to run at cross purposes with one another. He called for development of an "adequate national policy among these fragmented fields by trying the persuasive process of coordination rather than erecting another bureaucracy to try to control."

■ W. B. Murphy, president of Campbell Soup Co., stressed that superior product values plus good advertising add up to a higher standard of living. "To be right," he said, "advertising can't try to do more for the product than the product could do for itself if all the consumers were thoroughly conversant with it."

In fact, he said, "you could conclude that the most sound product growth comes when the product out-performs the advertising. This is one reason, I suppose, that the marketing and advertising people—at least in our company—are some of our strongest advocates for improved quality and development."

■ Dr. Steuart Henderson Britt, professor of marketing and advertising at Northwestern University, ripped into the industry's attackers who picture the consumer as "an ignorant stumblebum ripe for being duped" and the American business man as "a callous master" of the consumers' subconscious yearnings.

He urged advertisers to quit being so "damnably negative and apologetic" about their business.

■ James S. Fish, vp of General Mills and chairman of the board of directors of the AFA, declared: "Our intent is to show the millions of buyers in all walks of life how advertising creates the demand that keeps our mass production economy going forward, often reducing the cost of the things they buy, raising their living standard and contributing to an enriched life and better opportunities for our great and growing population."

■ Morton J. Simon, AFA counsel, told the group's third annual Washington conference about a new problem for members to worry about. He said eight states have recently tried to collect use and sales taxes from non-resident corporations on goods sold as a result of in-state advertising. He fears the trend may soon spread to all 50 states.

■ Rep. Hale Boggs (D., La.) denounced "censorship by taxation," and urged Advertising Federation members to voice their support for his bill, H.R. 640, to allow tax deductions for lobbying expenses, including advertising on political topics.

At the luncheon meeting, AFA members were read a letter from President Kennedy wishing them luck in their objective of creating a better understanding of advertising "as a dynamic force in the nation's economy." #

7-Crown Still Is Leader, 'Business Week' Study Finds

NEW YORK, Feb. 3—U.S. consumers downed more liquor in 1960 than they did in the great postwar year of 1946, according to a *Business Week* survey of liquor consumption, out today.

Despite the old saw that a sneeze in the economy means pneumonia in the liquor business, the magazine said, U.S. consumers imbibed more alcohol last year than ever before. If the hesitation in the economy influenced drinking habits at all, it was only that a certain percentage of drinkers switched from quarts to fifths, while others chose less expensive brands.

■ At any rate, 1960 found consumers buying a record 232,500,000 gals., as against 225,500,000 gals. the preceding year, and the previous record of 231,000,000 gals. in 1946.

■ Seagram 7-Crown was again the favorite, with 7,200,000 cases sold, up from 7,000,000 cases in 1959. Another House of Seagram brand, Seagram VO, moved up to second place.

On share-of-market, the *Business Week* liquor roundup said spirit blends continued to be the favorite with 31.6% of the consumer market. However, this lead fell 0.5% from 1959 and was down from a 66.2% share in 1949, the magazine said.

Trailing the blends, according to *Business Week*, were straights, with 26% of the market; gins, 9.1%; scotch 7.9%; vodka, 7.7%, and Canadian whiskies, 5.2%.

As for trends, the magazine said leading brands will probably continue to hold their margins, but may lose some share-of-market to emerging strong brands in the vodka, scotch and Canadian areas.

'60 Sales of Top Liquor Brands

Source: *Business Week*

Brand	No. of Cases (000 omitted)	Distiller	Type
WHISKY:			
Seagram 7 Crown	7,200	Seagram	Blend
Seagram VO	2,300	Seagram	Canadian
Imperial	2,250	Walker	Blend
Old Crow	2,200	National	Bond & Straight
Canadian Club	2,050	Walker	Canadian
Calvert Reserve	1,800	Seagram	Blend
Schenley Reserve	1,800	Schenley	Blend
Jim Beam	1,700	Beam	Straight
Early Times	1,425	Brown-Forman	Straight
Corby's Reserve	1,375	Walker	Blend
Ancient Age	1,375	Schenley	Straight
Fleischmann Preferred	1,250	Fleischmann	Blend
Four Roses	1,200	Seagram	Blend
Old Taylor	1,175	National	Bond & Straight
Kessler	1,000	Seagram	Blend
Ten High	1,000	Walker	Blend & Straight
Old Sunny Brook	950	National	Blend & Straight
P.M.	900	National	Bond & Straight
Kentucky Gentleman	800	Barton	Straight
Carstairs	800	Seagram	Blend
Black & White	800	Fleischmann	Scotch
Old Hickory	775	Publicker	Bond & Straight
Ballentine	750	21 Brands	Scotch
Old Grand-Dad	725	National	Bond & Straight
Old Thompson	700	Glenmore	Blend
Cutty Sark	650	Buckingham	Scotch
Hill & Hill	625	National	Blend & Straight
Echo Spring	575	Schenley	Straight
Bourbon Supreme	525	American	Straight
GIN:			
Gilbey's	1,600	National	
Gordon's	1,600	Renfield	
Fleischmann's	1,050	Fleischmann	
Seagram's	800	Seagram	
Hiram Walker	800	Walker	
VODKA:			
Smirnoff	1,950	Heublein	

Liquor Consumption by Types

(Per Cent of Total Liquor Consumption)

TYPE	1960*	1959	1949
Spirit Blends	31.6%	32.1%	66.2%
Straights	26.0	26.1	8.7
Bonds	4.1	4.5	5.4
Scotch	7.6	7.6	4.4
Canadian	5.2	5.1	2.7
Other	0.3	0.3	0.4
TOTAL WHISKY	75.1	75.7	87.8
Gin	9.1	9.2	7.1
Vodka	7.7	7.1	0.0
Cordials	3.7	3.5	2.2
Brandy	2.4	2.5	1.3
Rum	1.6	1.6	1.3
Other	0.4	0.4	0.3
TOTAL NON-WHISKY	24.9	24.3	12.2
TOTAL CONSUMPTION (Wine Gallons in Millions)	232.0-233.0**	225.5	169.5

*Estimated

**Includes Oklahoma and Hawaii

PHOTOGRAPHY: TONI FICALORA

This reproduction happens to be from an Ektacolor print originating in a color negative. It could have been made from an Ektachrome transparency . . . or any of several other kinds of color copy. We have as many ways to color as the illustration has eggs. All reproduce beautifully, all are described in a new booklet—"Let us Count the Ways." Write for your free copy.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

The CLIPPER Creative ART SERVICE

Give it a Chance!

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

The Complete Current Issue

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Barnet & Reef Reports Billing

Barnet & Reef Associates, New York pr company, organized in 1959 to operate exclusively in the international area, has made a public disclosure of its volume. Sylvan M. Barnet Jr., president, reported that the company and its overseas organization, PR International Inc., billed some $350,000 in 1960, its first full year of operations. Mr. Barnet said that during the year the company undertook projects in 31 countries for 16 clients.

George Norman, Forjoe Split

George Norman Broadcasting Co., Salt Lake City, and Forjoe & Co., station representative company, severed their relationship, through mutual agreement, Jan. 31. The broadcasting company is now attempting to purchase several other radio properties and is negotiating with several representative companies.

Baker Appoints Two

Herbert Baker Advertising, Chicago, has appointed Thomas Destelle copy chief and Cesar Rotondi radio-tv director. Mr. Destelle was formerly at Brady Co., Appleton, Wis.; Mr. Rotondi has been with Baker since early last year.

N.Y. Exchange Opens $1,000,000 Investment Push

NEW YORK, Jan. 31—In a spring ad campaign opening in the Feb. 6 issue of *Life*, the New York Stock exchange asks questions related to a central theme—whether families have planned adequately "for such predictable future expenses as education and retirement." Copy will ask: "What will your retirement income be?" and "Will you be financially prepared to send your children to college?"

Keith Funston, president of the exchange, said that the campaign would explain the risks and rewards of investing and show how stocks and bonds could help a family meet its need for growing income.

■ The total ad budget for 1961 will be $1,000,000, about the same as the regular ad investment in the past few years. However, special additional campaigns were run in 1959 and 1960—a special cautionary program in 1959, costing $250,000, and the *Reader's Digest* primer on investing last year, costing $490,000.

The kick-off ad will be the first of four b&w page units in *Life*; the last ad runs May 22. Three page b&w ads are scheduled in each of the following: *Time* (beginning Feb. 13), *Newsweek* (beginning Feb. 27), and *U.S. News & World Report* (beginning March 6).

■ In addition, a series of one-column ads are scheduled in February in *The Atlantic Monthly*, *Elks*, *Harper's*, *Kiwanis*, *Lions*, *National Geographic*, *Nation's Business*, *Newsweek*, *Rotarian*, *Time*, and *U.S. News*.

Three ads are scheduled for 687 newspapers—100 more than were on the schedule at the start of 1960.

The exchange also will continue its regular advertising in business and financial publications. All ads will offer educational booklets and will emphasize the exchange's "basic cautions to investors." ≡

Peter Pan on Sterling Show

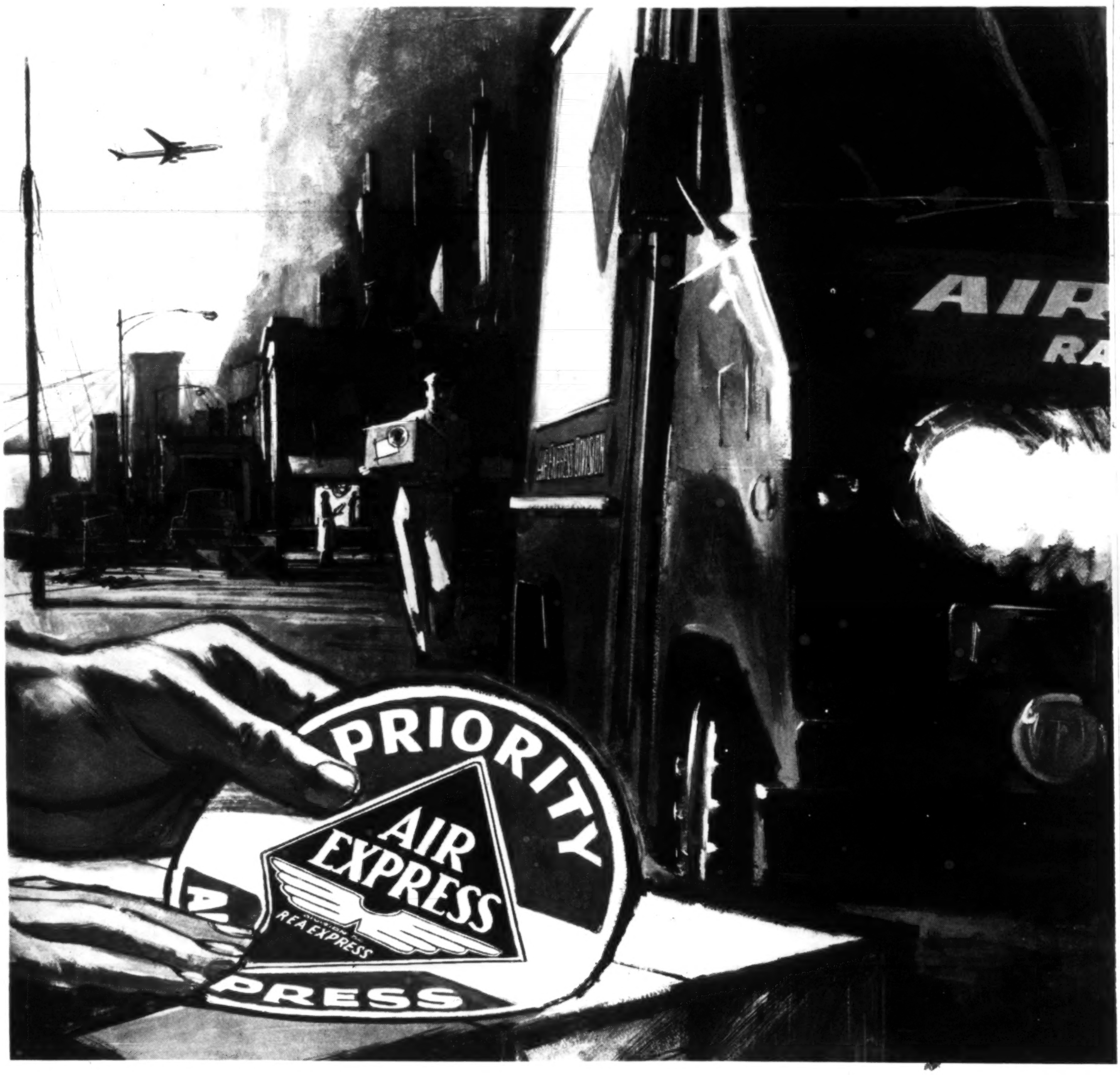
Sterling Television Co., New York, tv film producer-distributor, has sold an hour show, "Legend of Valentino," to Peter Pan Foundations (Ben Sackheim Inc.) for showing in about 27 markets in May. The show was produced by Wolper-Sterling Productions. Sterling TV also sold to ABC-TV a new series of "Silents Please," half-hour sound versions of silent movie films, for showing on the network next summer.

Smith-Corona Names Two

John Kolody, formerly an account executive at Benton & Bowles, has been named director of advertising and sales promotion of Smith-Corona Marchant Inc., New York, a new post. Smith-Corona also has promoted Morris C. Fuller from sales manager of the company's portable typewriter division to national sales manager, consumer products.

'Ingenue' Boosts Stuurman

John Stuurman, formerly eastern ad manager, has been named to the new title of ad manager of *Ingenue*, New York.



Air Express has priority . . . in the air and on the ground

It doesn't matter whether your product is large or small . . . travelling 300 miles or 3000. The moment you call AIR EXPRESS (and one call is all it takes), the nation's largest air-ground shipping service is on your team. That means your shipment gets top priority on all 35 scheduled U. S. airlines—first on, first off. It's picked up and delivered—door-to-door—by a special fleet of 13,000 AIR EXPRESS trucks, many radio-dispatched. And it always gets the kid-glove handling it deserves, to 23,000 communities in all 50 states. These are just some of the reasons why, more than ever, it pays to think fast, think AIR EXPRESS first.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R•E•A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

TO BRIGHTEN ANY BAR!
BROWN-FORMAN DISTILLERS CORPORATION

ALL STAR CAST—*Brown-Forman Distillers Corp., Louisville, Ky., has scheduled this full-page ad for liquor trade publications. The ad was prepared by Erwin, Wasey, Ruthrauff & Ryan.*

Horizon Getting Cluttered; Admiral Yanks Spectacular

CHICAGO, Jan. 31—One of Chicago's outdoor advertising landmarks—the Admiral Corp. spectacular atop the Mandel-Lear Bldg. just north of the Chicago River off Michigan Ave.—is being dismantled.

The sign was a victim of progress. Five years ago the Prudential Bldg. was erected a few blocks south of the sign, blocking the view from a good segment of Michigan Ave. traffic. When the lease for the sign expired a few months ago, Admiral decided to tear it down.

The sign, measuring 104x82', was completed in August, 1950, at a cost of $100,000. It was built by General Outdoor Advertising Co., and features firework-type flashes atop the 25'-high letters of the signature. The electricity cost was more than $3,000 a year.

If Admiral had any misgivings about taking down the sign, they may have been eliminated last week when plans were announced to begin construction of a 60-story building just east of the Prudential Bldg. within the next two years, effectively blocking the view from another portion of the downtown area. #

Timex Buys NBC-TV Special; Others Buy NBC, CBS Shows

U. S. Time Inc., New York (W. B. Doner & Co.), will sponsor the hour-long "Third Timex All Star Circus" presented by the Bertram Mills Circus from London over NBC-TV, March 25 at 7:30 p.m., EST. Also at NBC, Manger Hotels Coffee (Wexton Advertising Agency) has bought participations in the "Today" show.

At CBS-TV, R. J. Reynolds Tobacco Co. (William Esty Co.) and the Whitehall Labs. division of American Home Products Corp. (Ted Bates & Co.) cosponsored the hour special, "Report on Hong Kong," on Feb. 2. Armstrong Cork Co. has bought participations in CBS-TV's "Video Village" for the spring and fall.

Keyes, Madden Names Two

Keyes, Madden & Jones, Chicago, has named William Donnelley, formerly production manager of the agency, an account executive. Harry White, formerly production manager of Grant Advertising, Chicago, has been named Keyes, Madden production manager, succeeding Mr. Donnelley.

General Mills Ties in Ads

General Mills will tie in with several other advertisers in two ad campaigns for Betty Crocker gingerbread mix. Advertisements of the mix with Kraft Foods' strawberry preserves will run in February issues of *Family Circle* and *Woman's Day*, and the combination will be featured on the "Perry Como Show" (NBC-TV) Feb. 22. A second promotion will tie in the gingerbread with Del Monte pineapples, Domino sugar, Fleischmann's yeast and Knox gelatine. This recipe ad will run as a color spread in the February *Good Housekeeping*. The General Mills agency is Batten, Barton, Durstine & Osborn.

Direct Mail Class Set

A ten-week seminar in direct mail advertising, sponsored by the Direct Mail Club of Detroit, will open Feb. 13. Classes will be held every Monday evening through April 17 in the Rackham Bldg. on the campus of Wayne State University.

Chrysler Names Lawson

J. A. Lawson has been named director of sales promotion of the Chrysler & Imperial division of Chrysler Corp., Detroit. He formerly was special assistant to the vp of the sales division of Chrysler Corp.

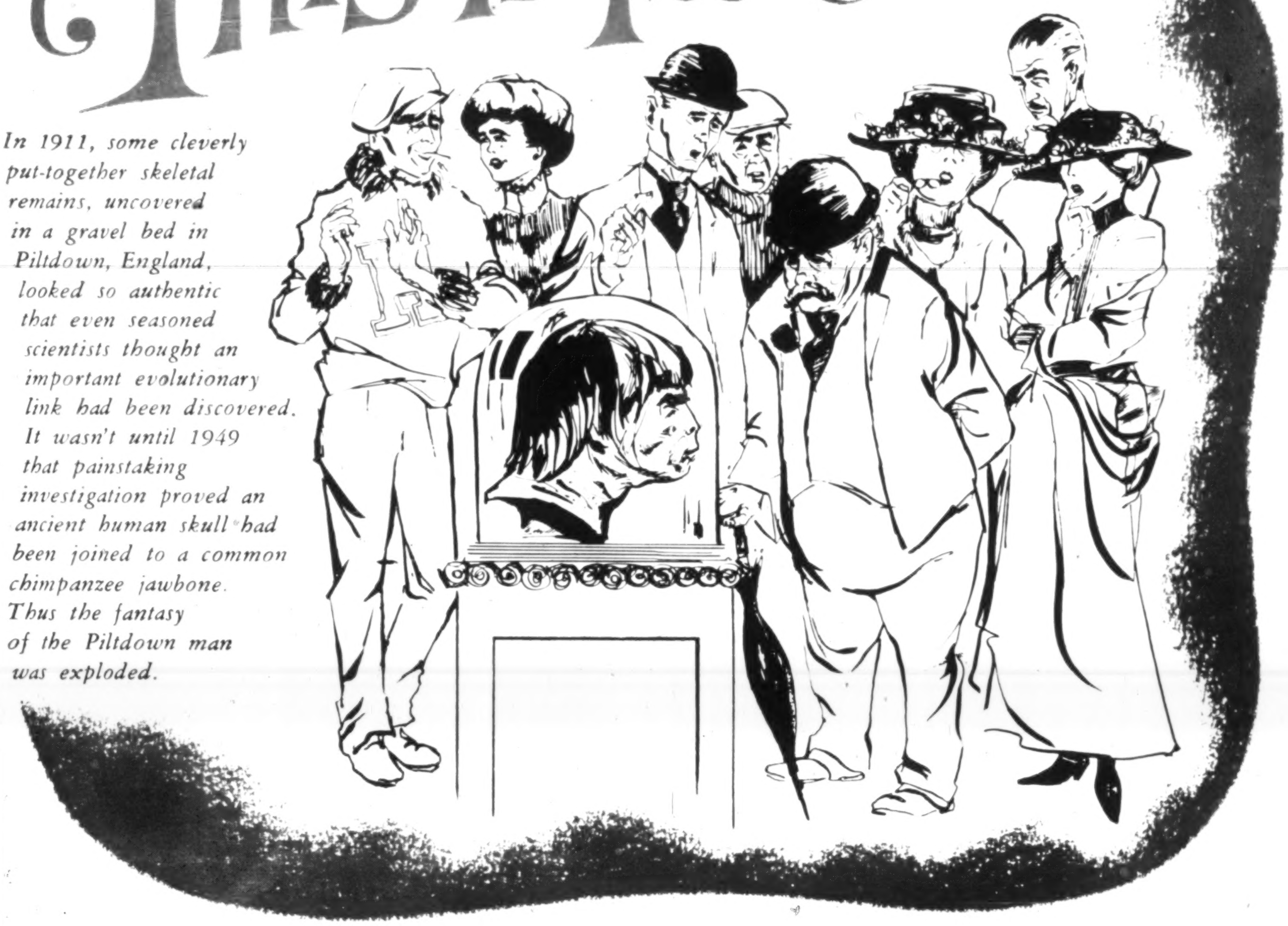
OE 20 M= 500,000,000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

This is Fantasy...



In 1911, some cleverly put-together skeletal remains, uncovered in a gravel bed in Piltdown, England, looked so authentic that even seasoned scientists thought an important evolutionary link had been discovered. It wasn't until 1949 that painstaking investigation proved an ancient human skull had been joined to a common chimpanzee jawbone. Thus the fantasy of the Piltdown man was exploded.

This is FACT!

There is no fantasy about what you get when your campaign is scheduled in the Herald-Express, the largest evening newspaper in Western America. The 364,690 Herald-Express families have an effective buying income of $2,679,942,120 annually, up 186 million dollars since September, 1959. Are you tapping this tremendous market?

Take a tip from the successful retailers, who backed their opinion of the Herald-Express as a result-producing medium, by placing a whopping 8,937,793 lines of advertising in the first 11 months of 1960. That's a gain of 399,158 lines over the previous year.

Consistent gains in advertising and circulation leave no doubt that, in its field, the Herald-Express is the No. 1 choice of both advertisers and the reading public.

Now, more than ever before, sales success is the Herald-Express!

SOURCES: Sales Management Estimates. Publisher's ABC Statement 6 mos. ended Sept. 30, 1960. Media Records, Inc.

LOS ANGELES EVENING
HERALD-EXPRESS
LARGEST EVENING NEWSPAPER IN WESTERN AMERICA

Represented Nationally by Moloney, Regan & Schmitt, Inc.

Media Records Top 25 News

TOTAL ADVE

(Six and Sev

YEAR—1956	LINES
1. Los Angeles Times	66,295,285
2. Milwaukee Journal	58,132,817
3. Chicago Tribune	55,287,527
4. Miami Herald	54,210,531
5. New York Times	54,060,574
6. Cleveland Plain Dealer	46,075,535
7. Washington Star	45,411,969
8. Houston Chronicle	44,756,817
9. Baltimore Sun	43,947,442
10. Detroit News	43,554,089
11. New Orleans Times-Pic. & States	40,830,801
12. Cincinnati Enquirer	40,826,237
13. Minneapolis Star & Trib.	39,930,562
14. St. Louis Post-Dispatch	39,489,391
15. Akron Beacon-Journal	39,463,061
16. Philadelphia Inquirer	39,291,237
17. Washington Post	39,041,540
18. Atlanta Journal & Const.	37,503,379
19. New York News	37,309,052
20. Dallas Times-Herald	36,579,910
21. Los Angeles Examiner	36,288,275
22. Columbus Dispatch	35,462,478
23. Denver Post	35,004,452
24. Dayton News	34,819,386
25. Newark News	34,442,240

YEAR–1957	LINES
1. Los Angeles Times	67,042,093
2. Miami Herald	55,462,730
3. Milwaukee Journal	55,415,155
4. New York Times	52,334,513
5. Chicago Tribune	51,989,763
6. Cleveland Plain Dealer	47,457,623
7. Baltimore Sun	43,358,531
8. Washington Star	43,146,467
9. Houston Chronicle	42,710,266
10. New Orleans Times-Pic. & States	41,940,000
11. Detroit News	41,018,039
12. Cincinnati Enquirer	40,535,508
13. Akron Beacon-Journal	39,604,858
14. Minneapolis Star & Trib.	38,838,501
15. St. Louis Post-Dispatch	38,575,253
16. Washington Post	38,275,884
17. New York News	37,694,287
18. Philadelphia Inquirer	37,100,359
19. Atlanta Journal & Const.	36,604,882
20. Columbus Dispatch	35,539,255
21. Denver Post	34,328,153
22. Los Angeles Examiner	34,151,524
23. Dallas Times-Herald	34,077,106
24. St. Petersburg Times	33,672,157
25. Phoenix Republic	33,360,970

YE
1. Los Angeles Times
2. Miami Herald
3. Milwaukee Journal
4. New York Times
5. Chicago Tribune
6. Cleveland Plain Deale
7. Washington Star
8. New Orleans Times-P
9. Houston Chronicle
10. Baltimore Sun
11. Cincinnati Enquirer
12. Washington Post
13. Minneapolis Star & Tr
14. St. Louis Post-Dispatc
15. Akron Beacon-Journal
16. Detroit News
17. New York News
18. Atlanta Journal & Co
19. Phoenix Republic
20. Columbus Dispatch
21. St. Petersburg Times
22. Denver Post
23. Dallas Times-Heral
24. Philadelphia Inquire
25. Tampa Tribune

apers During The Past 5 Years

TISING LINAGE

ay Newspapers)

958
LINES
65,378,199
56,037,633
50,974,383
50,655,463
50,080,535
43,928,270
41,798,927
41,191,750
40,473,646
39,956,386
39,316,398
38,757,290
38,478,556
36,949,715
36,949,067
36,727,834
36,005,993
35,911,736
34,675,824
34,487,836
34,474,525
33,881,863
33,523,314
33,114,737
32,945,318

YEAR—1959	
	LINES
1. Los Angeles Times	78,690,743
2. Miami Herald	60,267,704
3. New York Times	60,056,995
4. Chicago Tribune	56,237,322
5. Milwaukee Journal	55,689,107
6. Cleveland Plain Dealer	47,589,274
7. Washington Post	44,491,452
8. Washington Star	44,270,559
9. New Orleans Times-Pic.	43,745,555
10. Cincinnati Enquirer	42,328,964
11. St. Louis Post-Dispatch	41,624,610
12. Houston Chronicle	41,569,592
13. Minneapolis Star & Trib.	41,341,343
14. Baltimore Sun	41,006,362
15. Detroit News	40,395,532
16. Akron Beacon Journal	39,754,666
17. Phoenix Republic	39,551,328
18. Philadelphia Inquirer	39,524,086
19. Atlanta Journal & Const.	39,078,285
20. New York News	39,058,747
21. St. Petersburg Times	36,498,151
22. Columbus Dispatch	36,171,940
23. Denver Post	36,167,202
24. Dallas Times-Herald	35,892,071
25. Norfolk Virginia Pilot & Portsmouth Star	34,850,694

YEAR—1960	
	LINES
1. Los Angeles Times	80,356,751
2. New York Times	61,922,811
3. Miami Herald	59,879,423
4. Chicago Tribune	56,365,279
5. Milwaukee Journal	56,142,596
6. Cleveland Plain Dealer	51,614,002
7. Washington Post	45,390,776 *
8. New Orleans Times-Pic.	44,228,641
9. Washington Star	43,125,202
10. Phoenix Republic	42,697,171
11. Cincinnati Enquirer	42,489,941
12. Houston Chronicle	42,384,325
13. Minneapolis Star & Trib.	42,367,178
14. Detroit News	41,492,236
15. Baltimore Sun	41,320,520
16. Columbus Dispatch	41,008,077
17. Akron Beacon-Journal	40,920,592
18. New York News	40,178,376
19. Philadelphia Inquiter	39,515,990
20. Atlanta Journal & Constitution	39,351,835
21. St. Louis Dispatch	39,033,713
22. Dallas Times-Herald	36,695,354
23. Denver Post	36,109,389
24. St. Petersburg Times	36,105,646
25. San Francisco Examiner	35,860,839

* The Washington Post expanded its lead in Washington from 220,893 lines in 1959 to 2,265,574 lines in 1960

The Editorial Viewpoint . . .

Let's Exercise Restraint

This is "Advertising Week," a yearly event in which the Advertising Federation of America and the Advertising Assn. of the West join hands. The idea is to develop greater appreciation and understanding of advertising.

To this end, there will be perhaps a hundred or more speeches about advertising and its role in our economy and in our society around the country this week. Most of these speeches will, we assume, be worth while, and will add to the knowledge and the sympathetic understanding of what advertising is and does.

But if past experience is any criterion, we can expect some of the speeches to express such vigorous belief in the importance of advertising as to annoy, rather than impress, most fair-minded hearers.

We can stand a little restraint as we describe advertising. The earnest, inspired tub-thumper who tends to make advertising so important that it is the whole explanation for everything good and significant in American life does us all a disservice. Advertising performs a great and important role in the marketing and selling process, and so aids immeasurably in making our abundant civilization possible. Indeed, one important historian has called advertising "the instrument of abundance." But it will be well for the orators to bear in mind that it is, after all, just an instrument, and that a great many other instruments and groups deserve a considerable amount of credit in any assessment of the development of our society and our economy.

Like advertising itself, the speeches about advertising this week will be most effective if they are believable, and if they do not claim too much.

Too Many Meeting-Men?

One of America's most important advertising men was talking about agency service the other day. A former advertising agency executive himself, he said he was sympathetic to agency problems in the profit area, and could understand why so many agencies were so concerned about the low ratio of profits to billings.

But, he went on, while clients want their agencies to make reasonable profits and believe that they get best service from agencies which are comfortable in the financial department, a typical client's concern with the profits of his agency is really secondary.

In fact, said this man, a good many clients have the feeling that the low rate of profit many agencies show is due to the fact that they load themselves up with personnel who don't do very much except attend meetings of one kind or another.

As an example, he cited a variety of instances in which it required from three to as many as seven agency people to show the client some proposed advertisements. There are too many people sitting in on too many agency meetings, he asserted, and frequently this overloading of personnel is what makes the difference between decent profits and nearly invisible ones.

This client is right, of course. But there are just as many agency men who will tell you that overloading the account with errand boys at substantial salaries is not something they want to do, but something that is forced on them by clients.

For example, some years ago one agency man showed us his account books on a major account. The agency was handling two divisions of this major account, and it happened that year that the divisions were billing almost identical amounts. Each division was a big one—several million dollars in billing.

Yet on one of these divisions the agency was making a reasonable but "good" profit; on the other, the books actually showed a loss.

One of the reasons for the disparity, the agency man said, was that one account executive handled one of the divisions, while on the other the agency had to have eleven. When we asked him why, he said simply that 11 people in this particular division of the client's organization each insisted on having his own agency account executive to handle his special problems.

So the situation can work both ways. But whoever's fault it may be, there can be no doubt that in the agency business—as, indeed, in most other aspects of most businesses—far too many man hours are being spent in meetings of one kind or another.

Who Runs Those TV Shows?

The controversy last week involving a spy drama on CBS' "Circle Theater," sponsored by Armstrong Cork Co., demonstrates again that sponsor "control" of television programming is much more illusory than most people are willing to admit.

It was obvious that the decision not to run the dramatic show, fictionalizing Soviet spy activities in the United States, was taken at very close to the last minute by Columbia Broadcasting System, and that it surprised the sponsor as much as anybody.

If this is the way things are—and it is—might it not be a good idea for advertisers to make the situation clear to the public?

Gladys the beautiful receptionist

—Sheldon Harris, Doyle Dane Bernbach Inc., New York.

"That new mail clerk seems like a beatnik to me. His distribution box is labeled: 'IN,' 'OUT' and 'WAY OUT'."

What They're Saying . . .

Inconstant Consumer

One of the problems that faces the department store this year is the changing customer. She has become both older and younger, and there are more of her. She now works, but has more leisure. She has more income and uses credit more extensively. She moved to the suburbs, but they are now located near big cities or metropolitan areas. She has become more casual in her way of life, yet department stores never have enough dressy merchandise for her. Her taste level keeps rising and she is better educated. She has become more precise in her wants both as to what and to when. Her discrimination has become so pronounced that she sometimes abandons her allegiance to certain stores. She has more credit accounts than a traveling salesman has credit cards. Consequently, some experts foresee a market in the '60s that will be characterized by diversity, not uniformity; dominated by taste, not necessity, and an increase in quality as well as quantity by choice . . .

We need to get good customer service back in proper perspective. What we need is a revival of what seems to be the lost art of salesmanship. If any store wants to create and maintain an individuality in its community it is only by paying more attention to the training of its staff to see that the ideals and policies are properly interpreted to its customers . . .

—From a speech by J. Gordon Dakins, exec vp, National Retail Merchants Assn., at the 1961 Business Outlook Conference, sponsored by the Metropolitan Washington Board of Trade and the Sales Executives Club and the Adclub of Washington, D. C.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Margaret Hockaday says branded products and their advertising are so much alike the consumer can't tell them apart.

That can't be the reason Campbell Soup, Coca-Cola, Tide and Gillette razor blades always end up on top in the consumer surveys.

•

"The ability to relocate when necessary" is part of the druggist's defense against discounters and other competition, H. H. Henly Jr. suggests.

But sometimes it seems as if the price-cutters are everywhere.

•

Newsweek points out that government in the United States, including federal, state and local, is the world's largest consumer.

From the taxpayer's standpoint, the information belongs in the "that's-too-bad" department.

•

President John F. Kennedy is expected to follow the example of his predecessor in recommending higher postal rates.

Publishers and other mail users may as well reconcile themselves to tramping the streets of Washington for another four years.

•

CBS Television Network, the ad says, is the nation's largest single advertising medium.

And it may continue to hold that distinction even with Ed Murrow running the USIA in the nation's capital.

•

Pulse reports that the total radio audience is increased 34% by out-of-home listening.

Those drivers in heavy traffic have learned how to keep both eyes on the road and at least one ear on the speaker.

•

Fairfax Cone favors a magazine plan for tv, so every advertiser would get about the same share of the audience.

Nobody would object except the sponsors who felt they had just grabbed the brass ring.

•

ABC Radio has let it be known that 10-minute pre-fight and 10-minute post-fight programs are available for advertisers interested in the Patterson-Johansson battle March 13.

Judging by what happened last time, they may get a better break than the sponsors of the fight itself.

•

"Excellent opportunity for aggressive young woman," announces a public relations company in a classified ad.

Aggressive in a nice way, of course.

•

Noting what writers have done with the breezy, outdoor type who is always equipped with a pipe, the Cigar Institute of America has abandoned the Kipling approach and is saying frankly to young men, "Wear a cigar!"

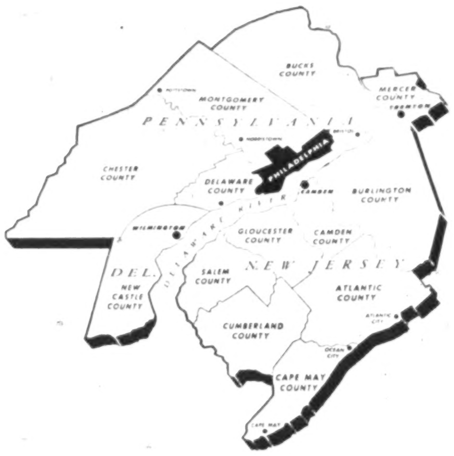
•

The Post Office is telling publications that if they want to continue to be first class-second class citizens, they must have at least 55% paid circulation, and that the ante will be raised to 65% next year.

COPY CUB.

61 PERCENT OF DELAWARE VALLEY'S FURNITURE AND APPLIANCE SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.


BUCKS COUNTY
MONTGOMERY COUNTY
POTTSTOWN
MERCER COUNTY
TRENTON
PENNSYLVANIA
NORRISTOWN
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Suit Yourself

Every advertiser wants to look his best on television, for he knows that how he looks to his vast audience can greatly affect his sales. And how he looks often depends on the kind of program he sponsors.

For instance, a western or a mystery may be tailor-made for one advertiser while a comedy or drama may bring the best results for another. In short, different advertisers require different types of programs—depending on their products and their marketing objectives.

But to *any* advertiser, the crucial test of a network's performance is: *How well is the network doing with the type of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audience in every category of entertainment*—as shown by these nationwide Nielsen ratings for all regularly scheduled nighttime programs (6-11 pm, Oct.-Dec. 1960):

COMEDY

	CBS	NET B	NET C
COMEDY	19.9	18.1	17.0
DRAMA	15.9	NONE	13.8
VARIETY & PERSONALITY	20.1	14.8	18.5
WESTERN	25.2	20.7	22.4
MYSTERY & ADVENTURE	19.6	18.3	14.5
NEWS, PUB. AFFAIRS, SPORTS	13.5	9.6	13.8
TOTAL NIGHTTIME	19.3	18.0	17.6

The CBS Television Network also wins the biggest average audience for *all* nighttime programs with *the most evenly balanced schedule in network television*—as shown by these percentages of network time devoted to various types of programs:*

	CBS	NET B	NET C
COMEDY	25%	19%	9%
DRAMA	13	0	8
VARIETY & PERSONALITY	19	6	21
WESTERN	12	21	27
MYSTERY & ADVENTURE	20	47	25
NEWS, PUB. AFFAIRS, SPORTS	11	7	10
TOTAL	100%	100%	100%

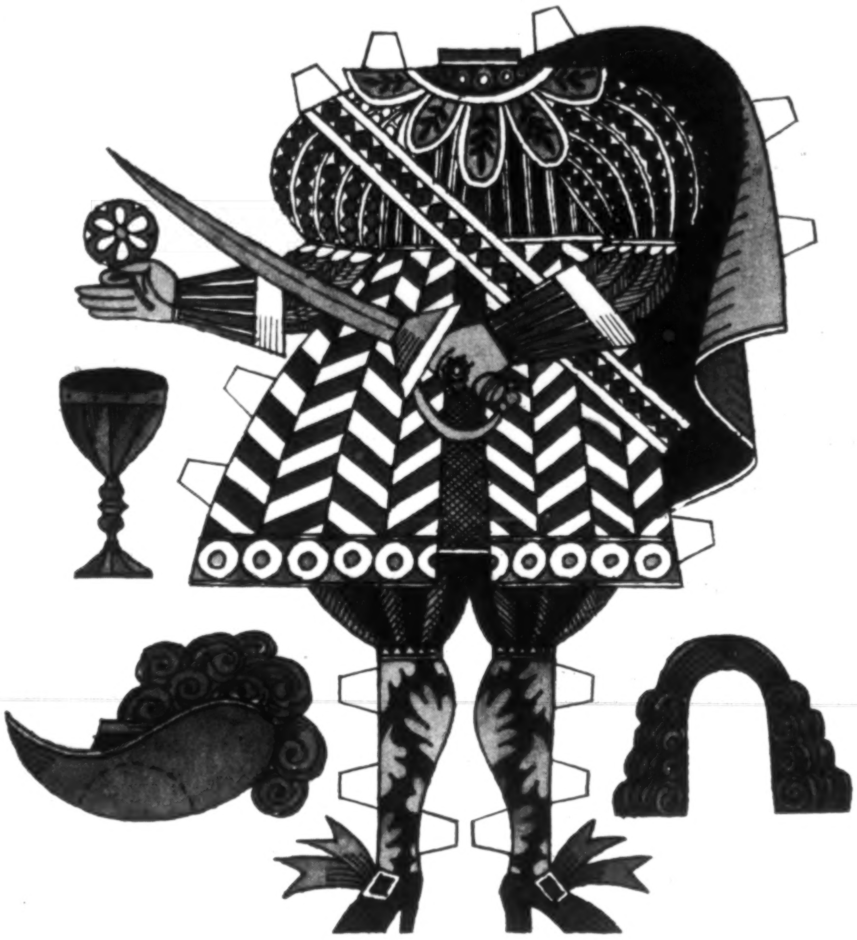
NEWS, PUB. AFFAIRS, SPORTS

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that suits them best. It also explains why for the past six years advertisers have committed more of their budgets to this network than to any other single advertising medium. They like our styles.

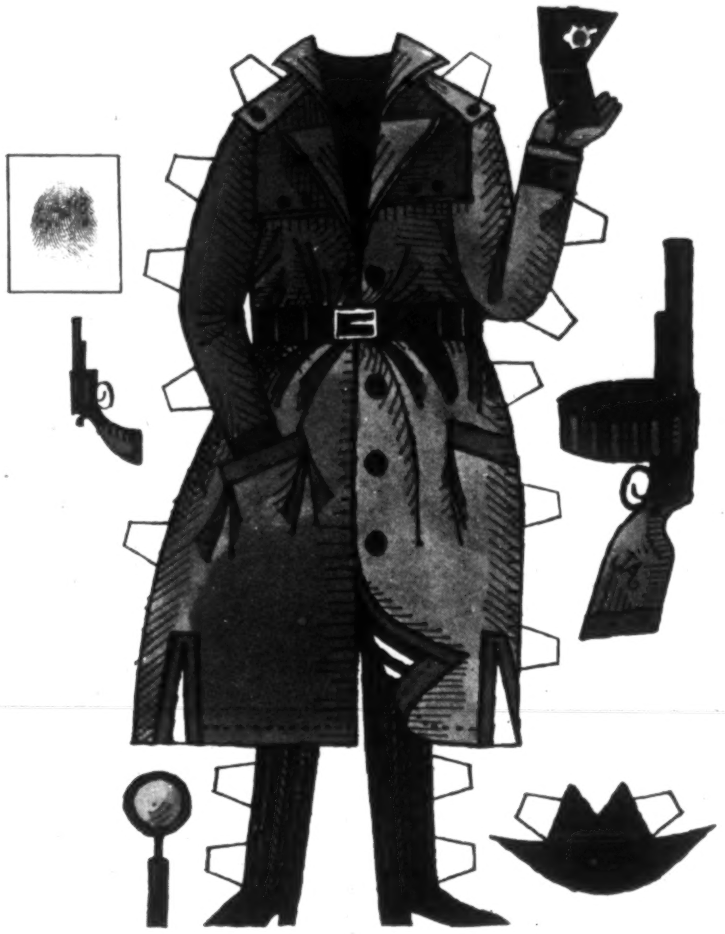
CBS TELEVISION NETWORK

---

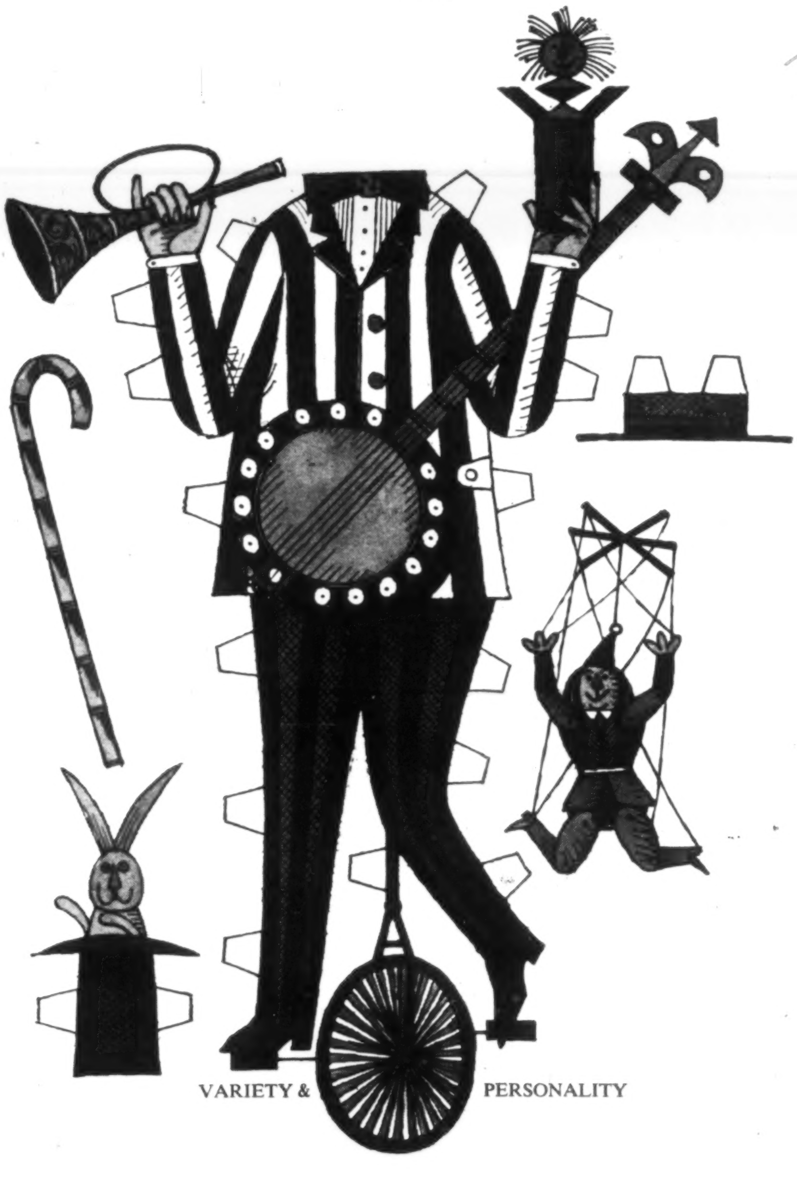
*Program titles on request.



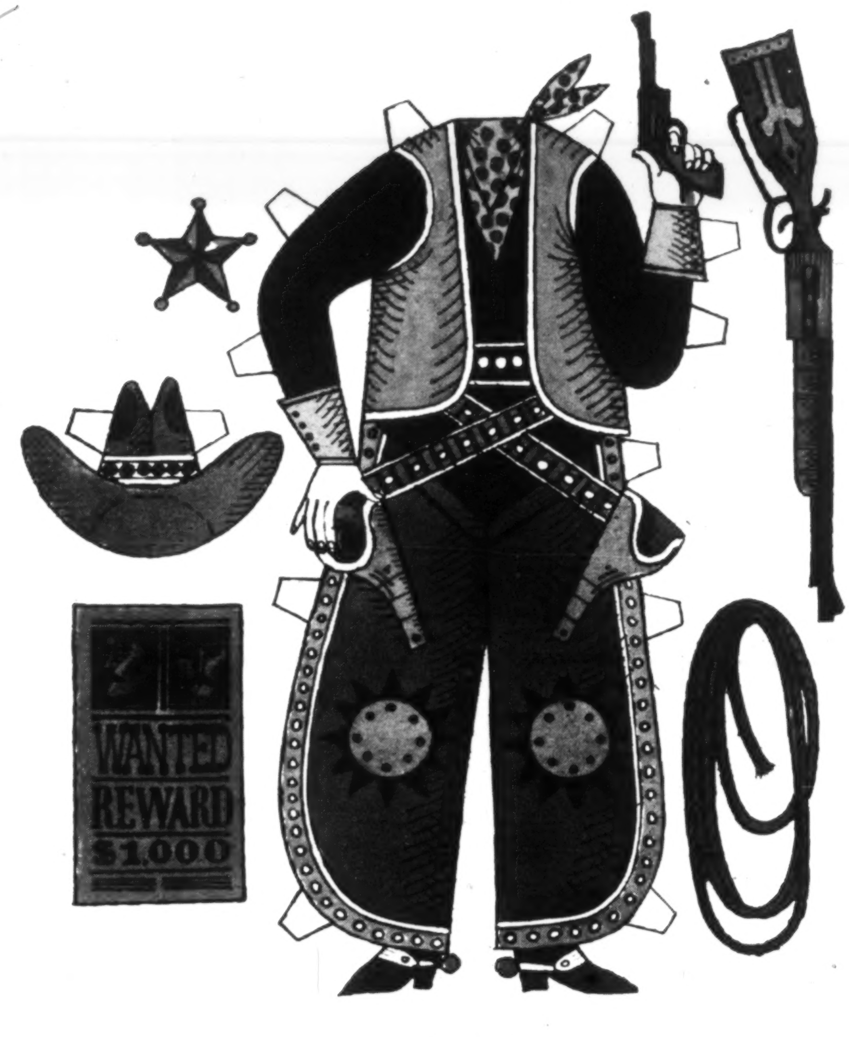
DRAMA



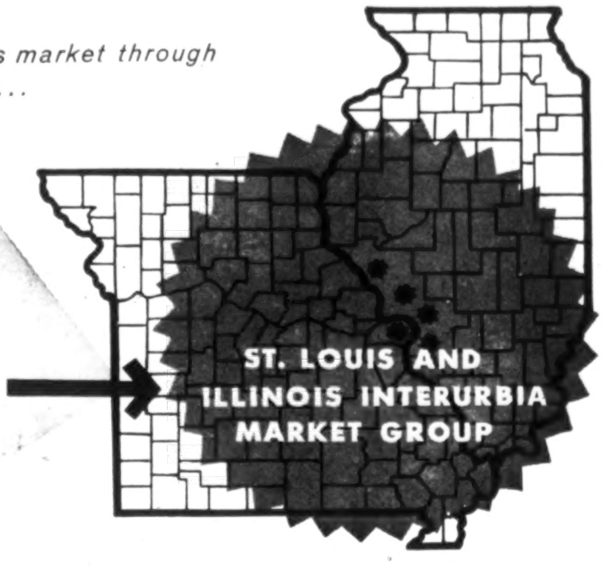
MYSTERY & ADVENTURE



VARIETY & PERSONALITY


WANTED
REWARD
$1,000

WESTERN



Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

Thermo King to Fischbein

Thermo King Corp., Minneapolis, manufacturer of transport refrigeration units, has named Fischbein Advertising, Minneapolis, to handle its advertising and pr. Other new clients of the agency, all in Minneapolis, are Nortronics Co., Fidelity Bank & Trust Co., Charter Design & Mfg. Corp. and Foto-Graphic Products Co.

Gray Succeeds Wilson

Servomechanisms/Inc., El Segundo, Cal., has named Ronald J. Gray, formerly with the customer liaison staff, San Diego, ad and pr manager. He succeeds Warren C. Wilson, who resigned to become ad and sales promotion manager for Eitel-McCullough Inc.

Ceco Names Fensholt

Ceco Steel Products Corp., Chicago, has named Fensholt Advertising Agency, Chicago, to handle advertising for all its divisions, effective March 1.

NEW from BOWMAN DAIRY!
BOWMAN
BOW-CAL
900 CALORIES

BOW-CAL gives you all the benefits of canned diets
... *plus* taste and convenience

What is BOW-CAL?

How good is BOW-CAL?

Why you'll like BOW-CAL

BOW-CAL

nobody but BOWMAN can give you such goodness

TASTY—*First promotion for Bowman Dairy Co.'s Bow-Cal dietary food started Feb. 1 with this newspaper page in the Chicago Daily News and Chicago Tribune, to be followed by similar ads scheduled through Lent. North Advertising is agency for Bow-Cal.*

Economic Growth Makes Dishonesty Tempting: Collacott

BUFFALO, Jan. 31—An expanded role for the better business bureaus of the nation was predicted as the expanding economy "creates new temptations" for unethical business practices.

R. H. Collacott, vp and pr director of Standard Oil Co. of Ohio, told a meeting of 500 area business men that "the U.S. economy has passed the point of producing for the needs of the population.

"It is now in the area of creating demands, and this is where the greatest temptations lie for those who would make money by hook or by crook," he said.

He asserted that American business is "more responsive and more willing to police itself through such agencies as the BBB" than any similar group in the world. "This is the best means of preserving free enterprise, because where it is not done voluntarily, society steps in," according to him. #

Magill Heads Holst & Male; Wright, Gallishaw Join

Carson Magill, vp of McCann-Erickson, has been named general manager of the agency's Honolulu subsidiary, Holst & Male. He succeeds C. R. Pope Jr., who resigned.

William R. Wright, former vp of Young & Rubicam, New York, has joined Holst & Male as an account supervisor, and Phillip Gallishaw, formerly with N. W. Ayer & Son, Honolulu, has joined as an account executive.

BMF Names Max Schmitt

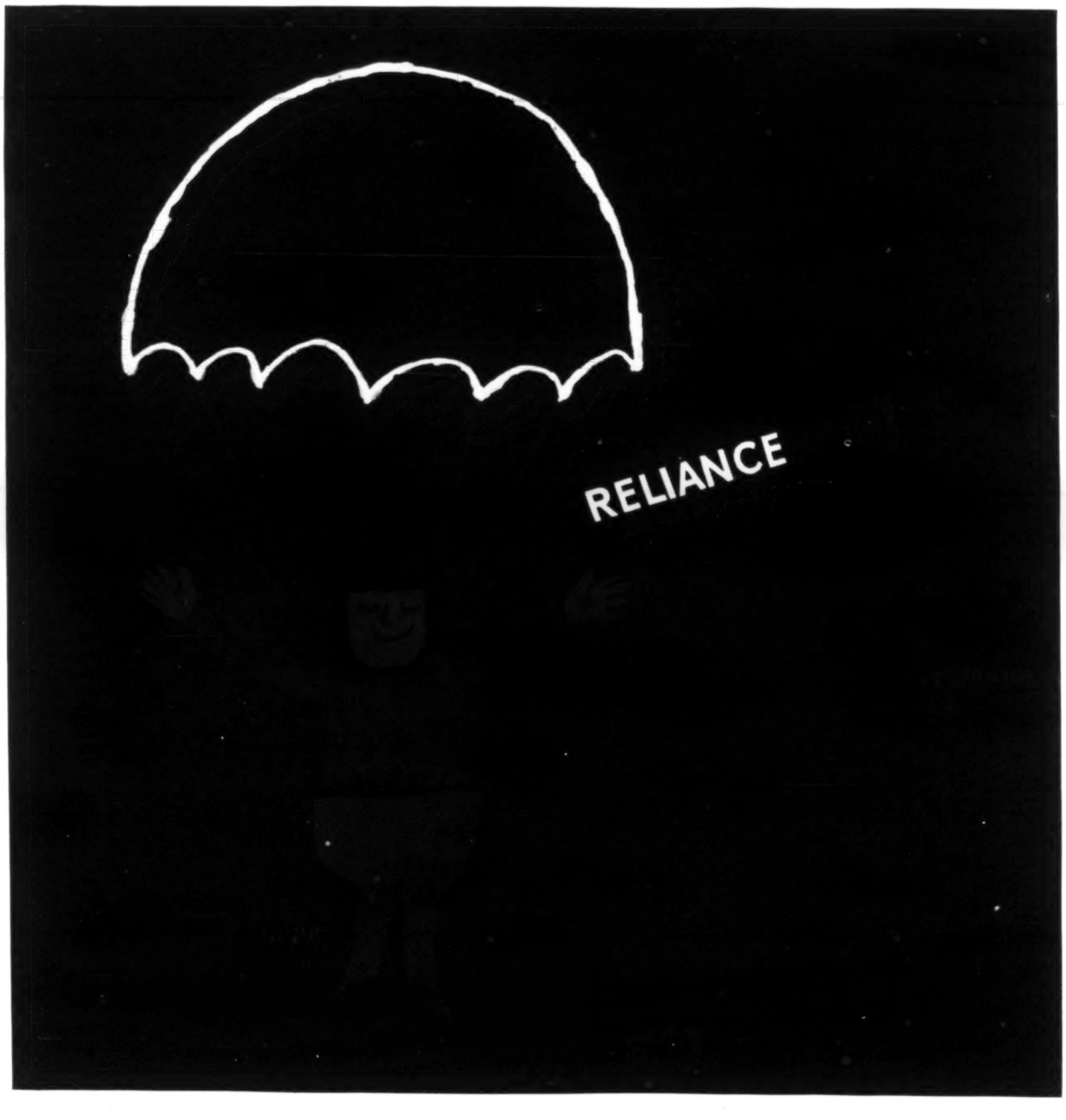
Max F. Schmitt, president of the Wool Bureau for the past seven years, was elected executive director of the Business Mail Foundation at the annual meeting in New York, becoming the first full-time executive officer of BMF. Randall P. McIntyre, president of O. E. McIntyre Inc., was reelected president.

Piccalilli Campaign Set

L. C. Forman Co., Pittsford, N. Y., has planned a major promotion for piccalilli relish. Regional editions of *Look* and *TV Guide* will be used plus newspapers in Los Angeles, Chicago, Detroit, Washington, Miami and Tampa. J. Walter Thompson Co., New York, is the agency.

Avis Names R. G. Collins

Russell G. Collins, formerly with Northwest Orient Airlines, has joined Avis Rent-a-Car System, Boston, as national sales manager.



The reliance that the people of Philadelphia have in The Evening and Sunday Bulletin is the result of years of living together and understanding each other.

The editorial integrity and independence of this newspaper meet the standard set by the fair-minded people who read it. The Bulletin and the people of Philadelphia speak the same language.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Blvd.; Detroit 2, New Center Bldg.; Los Angeles 5, 3540 Wilshire Blvd.; San Francisco 4, 111 Sutter St.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

when
you
think
of the
EMPIRE
STATE
BUILDING
you
think
of
NEW YORK—

when you think of SPOT TELEVISION—think of these stations

Some thoughts just naturally lead to other, closely related thoughts. That's why when the subject of Spot Television comes up, national advertisers and their agencies naturally think of the following list *first*. Small wonder. These stations never fail to deliver the sales.

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WNEW-TV	New York
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
KVOO-TV	Tulsa

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

THE CHICAGO TRIBUNE ANNOUNCES A MOST COMPLETE NEWSPAPER RATE PROGRAM— CONTINUITY IMPACT DISCOUNTS ADDED TO BULK AND FREQUENCY PLANS

NATIONAL advertisers and their agencies are finding newspaper advertising productive and essential to their intense marketing activities in the '60's. We believe the benefits of newspaper advertising can be extended even more by increased uniformity, along with this new flexibility in newspaper rate structures.

With this in mind, the Tribune announces, effective March 1, 1961, a 3-part rate card which adds a Continuity Impact Discount to its existing Bulk Discounts and Yearly Frequency Page Discounts.

Part 1—BULK DISCOUNTS:

The Tribune pioneered in this rate structure and it is now available in almost 200 newspaper markets. It provides liberal incentives and maximum flexibility for the use of the medium for all types of marketing problems.

SCHEDULE OF BULK RATES

		Full Run		*City and Suburban*	
		Daily	*Sunday*	*Daily*	*Sunday*
14 lines or more per Agate Line		$2.20	$3.00	$1.80	$2.25
Lines per year	*Bulk Contract Discounts*	*Net Line Rate*			
1,000	10%	$1.98	$2.70	$1.62	$2.025
2,500	11%	1.958	2.67	1.602	2.0025
5,000	12%	1.936	2.64	1.584	1.98
10,000	14%	1.892	2.58	1.548	1.935
25,000	16%	1.848	2.52	1.512	1.89
50,000	18%	1.804	2.46	1.476	1.845
100,000	20%	1.76	2.40	1.44	1.80

Part 2—CONTINUITY IMPACT DISCOUNTS:

This is the popular C.I.D. Plan inaugurated by the Louisville Courier-Journal and widely accepted by advertisers and agencies. It is now available in almost 100 newspaper markets. The value of this rate structure is in putting continual pressure on the market at lowest possible cost. It takes cognizance of the strength advertisers are finding in week-in and week-out continuity in newspapers.

SCHEDULE OF CONTINUITY IMPACT DISCOUNT RATES

				Full Run		*City and Suburban*	
Term of Contract	*Weeks of Publication*	*Lines Per Week*	*Discount*	*Daily*	*Sunday*	*Daily*	*Sunday*
				Net Line Rates			
13 Weeks	12	300	13%	$1.914	$2.61	$1.566	$1.9575
		600	14%	1.892	2.58	1.548	1.935
		1,000	15%	1.87	2.55	1.53	1.9125
		1,500	16%	1.848	2.52	1.512	1.89
26 Weeks	24	300	15%	1.87	2.55	1.53	1.9125
		600	16%	1.848	2.52	1.512	1.89
		1,000	17%	1.826	2.49	1.494	1.8675
		1,500	18%	1.804	2.46	1.476	1.845
39 Weeks	36	300	17%	1.826	2.49	1.494	1.8675
		600	18%	1.804	2.46	1.476	1.845
		1,000	19%	1.782	2.43	1.458	1.8225
		1,500	20%	1.76	2.40	1.44	1.80
52 Weeks	48	300	19%	1.782	2.43	1.458	1.8225
		600	20%	1.76	2.40	1.44	1.80
		1,000	21%	1.738	2.37	1.422	1.7775
		1,500	22%	1.716	2.34	1.404	1.755

Part 3—YEARLY FREQUENCY PAGE DISCOUNTS:

The Tribune has had page discounts for several years because we believe the "Big Bertha's" of newspaper advertising should be offered at the most attractive rates.

SCHEDULE OF FREQUENCY PAGE DISCOUNTS

		Full Run		*City and Suburban*	
		Daily	*Sunday*	*Daily*	*Sunday*
Base Line Rate		$2.20	$3.00	$1.80	$2.25
Units per year	*Page Contract Discounts*	*Net Page Unit Costs*			
1 full page	16%	$4,583.04	$6,249.60	$3,749.76	$4,687.20
10 full pages	18%	4,473.92	6,100.80	3,660.48	4,575.60
20 full pages	20%	4,364.80	5,952.00	3,571.20	4,464.00
30 full pages	22%	4,255.68	5,803.20	3,481.92	4,352.40
40 full pages	24%	4,146.56	5,654.40	3,392.64	4,240.80
50 full pages	26%	4,037.44	5,505.60	3,303.36	4,129.20

All rates provide full-run milline rates as well as City and Suburban costs-per-thousand which are among the lowest in the nation. Now, the Chicago Tribune and Chicago's American, whose new rate structure parallels the Tribune's, are offering the lowest milline rates and costs-per-thousand in Chicago. These economical rates are *available in either paper, without combination*, to fit best into the individual marketing needs of the advertiser.

MILLINE RATES

Based on total circulation and 5,000 lines of advertising—daily newspapers

CHICAGO TRIBUNE	Sun-Times	Chicago's American	Daily News	Sun-Times/ News
$2.23	**$2.44**	**$2.20**	**$2.56**	**$2.25‡**

‡This Milline available only in forced combination.
Circulation base: ABC Publishers' Statements, 9/30/60

Cost-per-thousand Households*
IN METROPOLITAN CHICAGO

Based on a 1,000 line ad at 5,000 line contract rates—daily newspapers

CHICAGO TRIBUNE	Sun-Times	Chicago's American	Daily News	Sun-Times/ News
$1.71	**$1.91**	**$1.84**	**$2.33**	**$2.01‡**

‡This cost-per-thousand available only in forced combination.
**Newspaper readers. Source: Media Power*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

BUILD SALES WITH PROMOTIN' PROMOTERS

BALLS

BALLOONS

BARR premiums build sales inexpensively

Hundreds of sizes, shapes and colors

Proven Sales Builders

Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.

Write

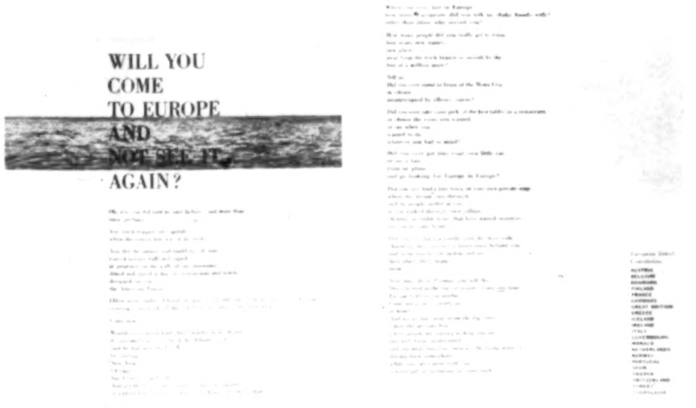
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Three Name Kurtz Agency

Gerald N. Kurtz Advertising, New York, has been named to handle advertising for Schor-Parcraft Inc., lamp and giftware manufacturer; Fulton Engineering Co.; and Garton Productions Ltd., British publisher of "Inter-Continental Air Guides." Schor-Parcraft is a new advertiser, Fulton previously advertised direct, and Garton is a new advertiser in the U.S. market.

ABC Radio May Expand Pacific

ABC Radio, New York, reportedly will expand its Pacific regional network to include seven more western states. The regional hookup, which is programmed and sold separately from the national network, now comprises ABC affiliates in Washington, Oregon, California, and two stations in Nevada.



WILL YOU
COME
TO EUROPE
AND
NOT SEE IT
AGAIN?

POESY—*The European Travel Commission is currently running this two-color ad in eight magazines. The copy is a 67-line poem by Joe Sollish, vp and creative director of Ellington & Co., the ETC agency. It is designed to "communicate the whole emotional content of Western Europe" without playing up one country over another.*

Coming Conventions

*Indicates first listing in this column.

Feb. 8. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

*April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

*April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

*May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

*June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

*June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

*Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Vosse Joins WDIA Sales

M. J. Vosse has joined the sales staff of WDIA, Memphis. Prior to joining the station, Mr. Vosse operated his own advertising agency and also served as advertising and sales promotion manager of the Sears store in Memphis.

SALES GROW

IN A GROWING MARKET

Today, Florida is the fastest growing state° in the nation! And Tampa — hub city of The Tampa Tribune and The Tampa Times 24-County Sales Area — is the fastest growing city in Florida!

In just the last ten years, 1950-1960, population in our 24-county market zoomed to more than 1,275,958° — *up 75.1%*, and Retail Sales rocketed to $1,623,417,000 — *up 119%!*

Plant your sales message in this fertile soil for sales! Schedule your advertising in The Tampa Tribune and The Tampa Times low-cost combination — and watch sales grow in this growing market!

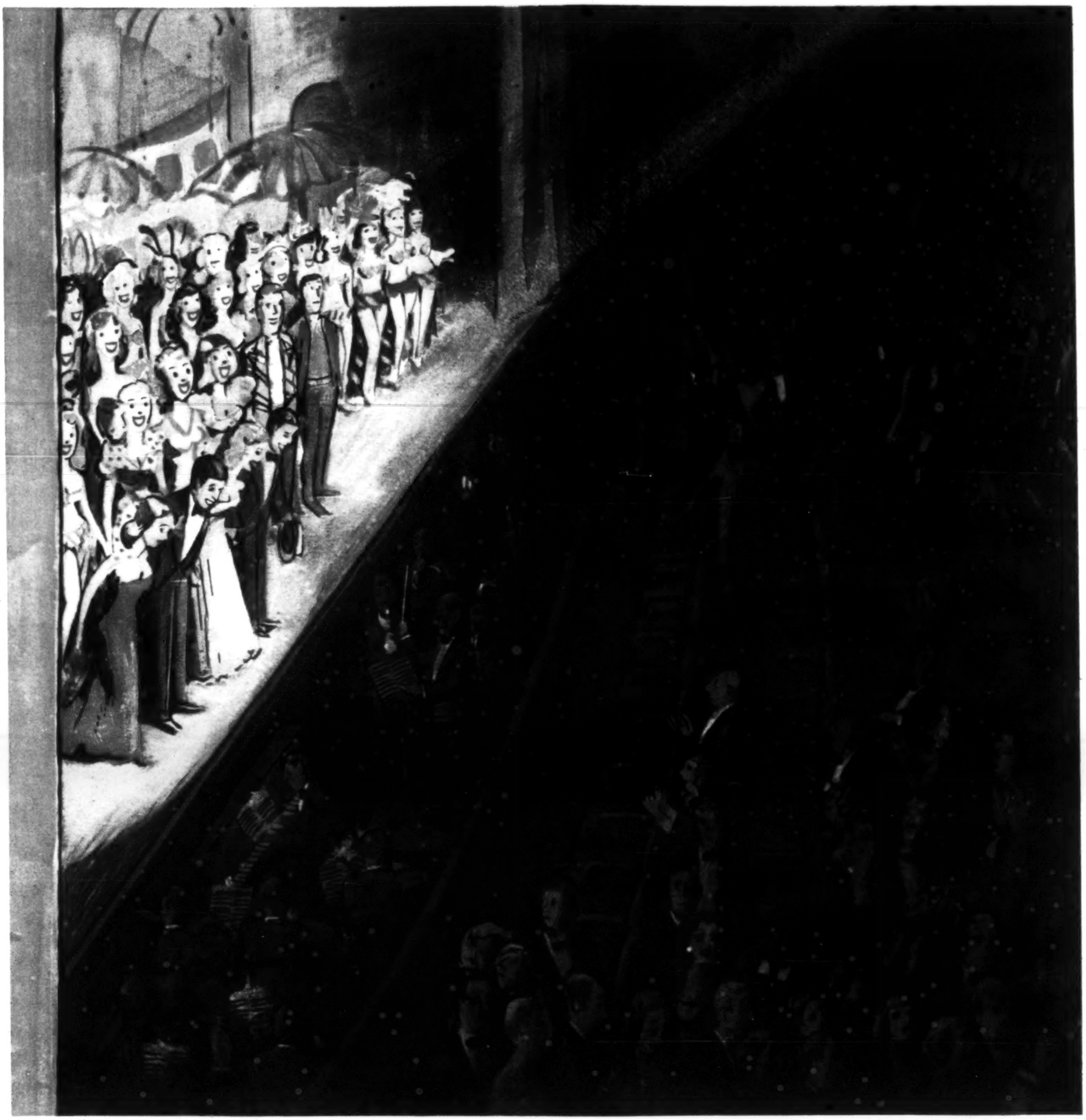
Nearly every family in Tampa reads one or both of these newspapers. And more than that — The Tampa Tribune and The Tampa Times combination delivers 48.1% average daily household coverage in 24 counties — *the biggest one-buy newspaper coverage north of Miami and south of Jacksonville!*

For more facts, write us, or contact your nearest Sawyer-Ferguson-Walker office.

NOTE: Pinellas County figures are less City of St. Petersburg.

°Market Data — SM 1960 Survey of Buying Power. Population — 1960 U. S. Census.

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING
Represented Nationally by Sawyer-Ferguson-Walker Company



Copyright 1956, The New Yorker Magazine, Inc.

The New Yorker creates

"The New Yorker has been instrumental in creating the great interest that now exists in the American theatre. With its coverage of the Broadway and Off-Broadway scene, as well as the latest happenings in London and Paris, The New Yorker keeps its readers informed of the important trends in contemporary drama."

Dore Schary

Honoring the Minds
that meet the Challenge
of the
'60s...

IRE remembers the MAN

. . . for a breakthrough
in radio-electronic devices

Another electronic problem solved: hybrid travelling-wave tubes, for high-power pulsed amplification, can now have the gain variation adjusted with frequency to suit the designer. Dr. E. J. Nalos' paper describing how this is done has won him the *1960 W.R.G. Baker Award*, for the best paper to appear in IRE's Transactions of the Professional Groups. IRE is proud to honor Dr. Nalos, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

E. J. Nalos

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

It's no mere yarn that KOIN-TV captures the confidence of the widest audience in Portland, Oregon, and 33 surrounding counties. Programming prompted by the distinctive desires of our viewers is the secret. Knit your brow no longer over the Portland market... see how KOIN-TV will sew up sales for you. We direct you to the latest Nielsen to complete our case.*

KOIN-TV
persuades
people
in
Portland
!

* Highest ratings and widest coverage...7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.

One of America's great *influence* stations. Represented nationally by CBS-TV Spot Sales.

Getting Personal

An "unexpected, unsolicited" gift of $150,000 by **George T. Delacorte**, president of Dell Publishing Co., has assured a new 2,500-seat outdoor theater for New York's Central Park. The publisher's gift has wiped out the gap between the $225,000 estimate and the $370,820 total of low bids for the theater. In 1958, Mr. Delacorte gave an Alice in Wonderland statue to the park, in memory of his wife Margarita . . .

John C. Long, board chairman of Jones, Brakeley & Rockwell, New York agency, is the author of "George III," a biography of "a complex man," published Jan. 16 by Little, Brown . . .

The *Newark Star Ledger* has honored an outdoor advertising man—**Leonard Dreyfuss**, president of United Advertising Corp., who received an achievement award for his "tireless and constructive work in the fields of education, culture and civil defense" . . .

The Wing & Wheel Society of America has named **Frank Krause**, premium sales manager for the Benrus Watch Co., as its Premium Sales Traveler of the Year. The title is one more of many for Perpetual Traveler Krause, who is a United Air Lines 100,000-Miler, a Capital Captain, a TWA Ambassador and a Delta Colonel . . .

HARD AT WORK—*Harry Pesin, copy chief at Rockmore Co., who is on a year's leave to tour Europe and write a book, is shown in a villa in Torremolinos, Spain, where the Pesin family is wintering on the Mediterranean. Photo was taken by Alan Pesin, age 12.*

The Joint Ethics Committee of New York has elected **Robert Chambers**, illustrator, and **Garret Orr**, art director for Outdoor Advertising Inc., chairman and vice-chairman, respectively. The committee acts as mediator in disputes over ethical violations within the art profession . . .

Brandon Jenner Winius

GAY NINETIES—*Oldest active agency man in St. Louis, William H. Jenner, is shown here celebrating his 90th birthday on the job at the Winius-Brandon Co., where he has charge of the mail department. Joining in the festivities are agency principals C. A. Brandon and E. D. Winius, who presented him with a scroll and other gifts. Mr. Jenner recalled that he came out of retirement in 1943 to take a "temporary" job with the agency.*

Casualty on the Continent: **William Reede**, representative for the *London American* and a free lance advertising-publicity consultant on the Continent, became the first U.S. casualty of the winter ski season in Geneva, Switzerland recently. He slid down a slope without skis, broke his leg, spent two weeks in the hospital and plans to be hobbling about with cast for another seven weeks . . .

The Pacific Area Travel Assn. paid tribute at its annual meeting in Honolulu to a veteran advertising man who spent 40 years promoting Pacific travel. He's **David W. Cummings**, 74-year-old Oakland, Cal., adman who retired recently to write a book on the Mormon missionary movement in the Pacific . . .

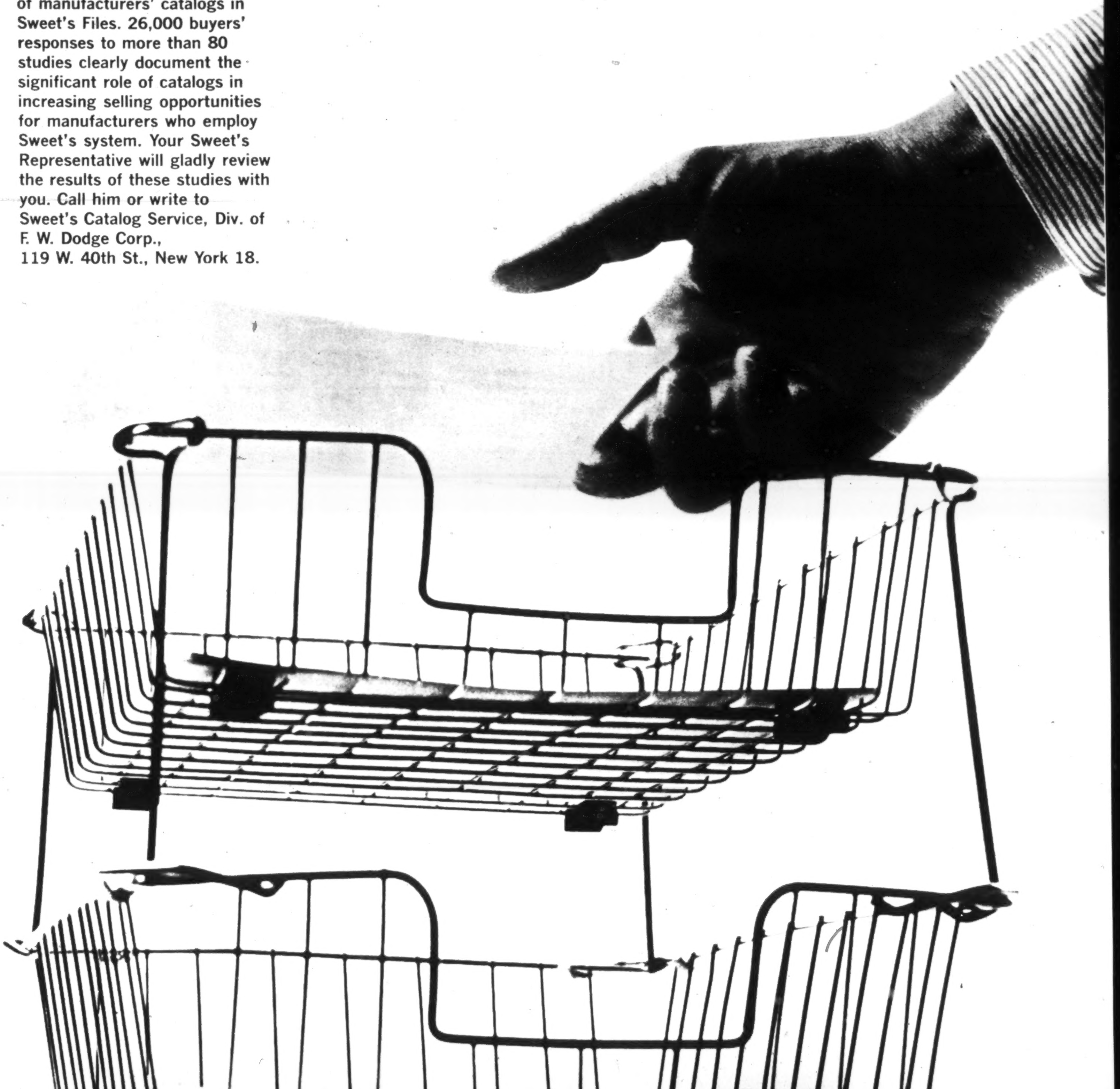
Modern Gulliver: **Leo Williams**, New York sales development advisor to business paper publishers, and his wife Deborah, are on a 38-day, 12,800-mile trip to Africa and South America, and plan to celebrate their 42nd wedding anniversary aboard ship . . .

Stan Rose, copywriter in the Los Angeles office of Wade Advertising, and his wife are parents for a second time—Lisa Michele was born Jan. 22 . . . New parents are Joanne and **Bruce Stewart** with the arrival of William Arthur. The new grandparents are Mr. and Mrs. **William R. Stewart**. Father and grandfather are with Stewart & Stewart, magazine representatives in Chicago . . .

Edward Wilson, account exec with Foote, Cone & Belding, Los Angeles, and Mary Ellen Dyer were married Jan. 21 at Carmel-By-The-Sea . . . **Arthur N. Schuman**, manager of the publications department of Lee Isenberg Associates, Hartford, Conn., ad agency, and Toby Ackerman were married Jan. 22 . . .

REQUISITIONED

Requisitioned . . . recommended . . . approved . . . specified . . . called local office. These are buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.



number
6

CONVERSATION
PIECES
FOR
PRODUCTION
PEOPLE

The conscientious photoengraver will check all of his originals under a special microscope of high power. This instrument gives an *exact* depth reading in microns or thousandths. Dot structure, bottom condition and presence or absence of shoulders are dramatically revealed.

The publisher's press plate can never be better than its original counterpart. Quality in the edition run can be greatly enhanced by perseverance and vigilance at the engraving level.

HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13
HM

Expert pre-correction in correlation with powderless etching of copper originals

Rowley-Gray Agency Bows

Arthur L. Gray and J. Robert Rowley have formed a new agency, Rowley-Gray Advertising, Miami. Mr. Gray, president of the new company, was formerly with Miller, Bacon, Avrutis & Simons, Miami. Mr. Rowley, vp, is head of a public relations company bearing his name.

Yardis Opens in Trenton

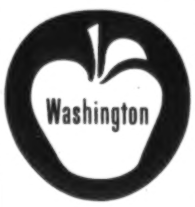
Yardis Advertising Co., Philadelphia, has affiliated with Flacks-Abramsohn, Trenton, with provisions for a possible merger after a trial period. Arthur M. Abramsohn has been elected a vp of Yardis and will head the Yardis Trenton operation.

Univac Names Hoar

Frederick M. Hoar has joined the Univac division of Sperry Rand Corp., New York, as director of advertising and public relations. Mr. Hoar was formerly director of publicity and promotion of Burroughs Corp., Detroit.

Washington State Apple Group Sets Delicious Symbol

WENATCHEE, Feb. 1—Washington state apple shippers are sending their products to market with a new identifying mark: a stylized Delicious apple in reverse plate on a circle of black, red or other color, with the word Washington across the apple.



The trademark was developed by a committee headed by Cy Snider, of Container Corp. of America, and was recently unveiled by the Washington State Apple Commission before a group of Yakima shippers.

■ The need for an identifying symbol that will make Washington apples easily recognizable by the consumers was explained to the Yakima Valley Traffic Assn. by Robert Johnston, secretary-manager of the commission; Joseph Brownlow, head of the commission's merchandising; and Robert Sandiford, account executive with the commission's agency, Cole & Weber, Seattle.

Currently the commission has undertaken the heaviest promotion for Rome Beauty apples in 10 years, with the campaign extending from the Pacific Coast to western Texas and Minneapolis-St. Paul. The crop of Romes is larger than usual this year, while the total Washington apple crop is down. This promotion will extend through February. ≠

Kodak Will Drop Nelson Family Show

NEW YORK, Jan. 31—Eastman Kodak Co. will drop its half-sponsorship of ABC-TV's "Adventures of the Nelson Family" when its contract expires in September.

Woodrow F. Benoit, vp and tv group head for Kodak at J. Walter Thompson Co., said Kodak was bowing out because the show is "too expensive, the ratings are disappointing and ABC could not provide a good lead-in" program.

■ Future broadcasting plans have not been made yet, but it is expected that a spot tv and spot radio campaign may be run. Kodak tested a new spot tv idea in five cities before Christmas. An enlarged list of tv stations may be used if an analysis of the spot test shows it to be successful, Mr. Benoit explained.

Kodak expects to continue as co-sponsor of the "Ed Sullivan Show" on CBS-TV for the 1961-62 season.

Goldman Adds 2 Accounts

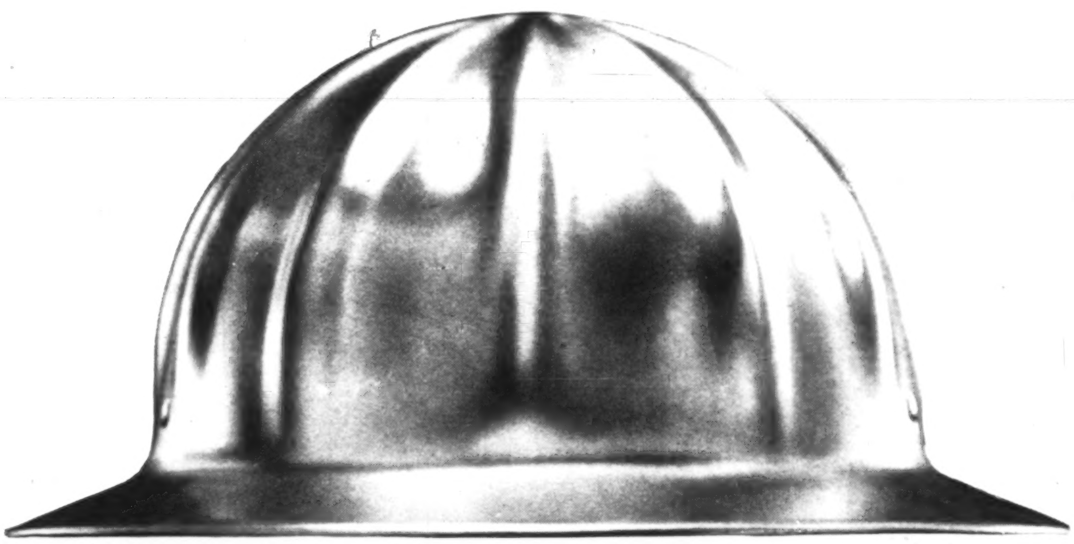
I. A. Goldman Co., Baltimore, has been named to handle advertising for Standard Store Equipment Co., Baltimore, designer and manufacturer of store fixtures, food service, and restaurant soda fountain equipment, and Finance Co. of America, Baltimore.

Buxbaum Names Hesselbart

Buxbaum Co., Canton, O., has appointed Hesselbart & Mitten, Akron, O., to handle its advertising. Buxbaum manufactures rubber and carpet-to-rubber floor mats and stair treads for the home. Frease & Shor is the former agency of record.

Ames In-Cross to Murrane

Ames In-Cross, Des Moines, breeder of hybrid chickens, has named Thomas Murrane Associates, Des Moines, to handle its advertising and merchandising. Fairall & Co., Des Moines, is the previous agency.



ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

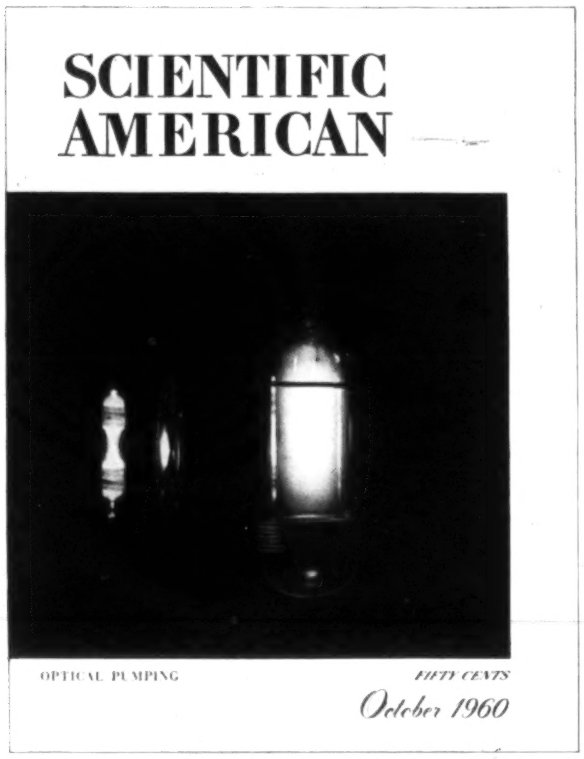
As this helmet identifies the construction man, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

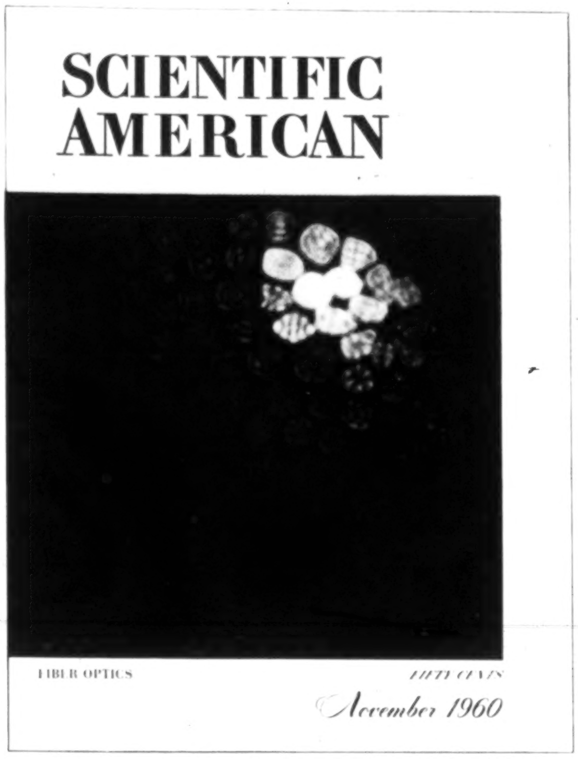
*"Dacron" and "Orlon" are our registered trademarks. When you use them: *Distinguish them*—Capitalize and use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—i.e., for "Dacron", polyester fiber; for "Orlon", acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.


SCIENTIFIC AMERICAN

OPTICAL PUMPING

FIFTY CENTS

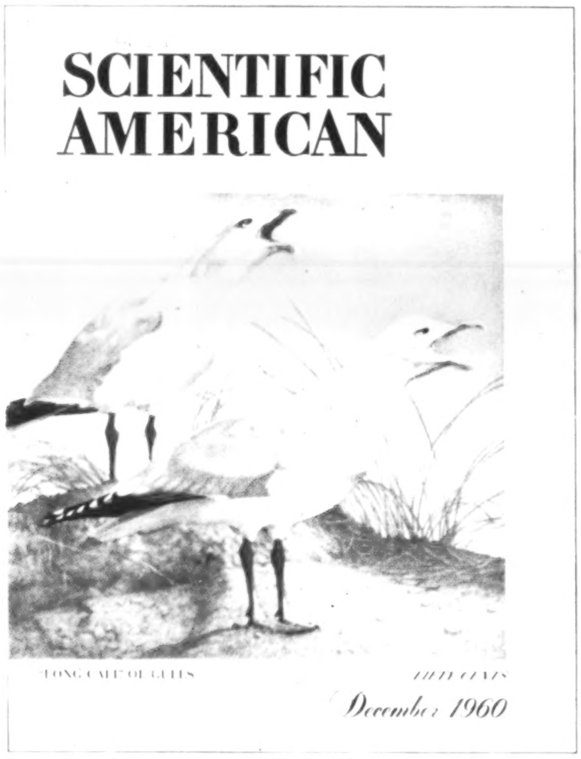
October 1960


SCIENTIFIC AMERICAN

FIBER OPTICS

FIFTY CENTS

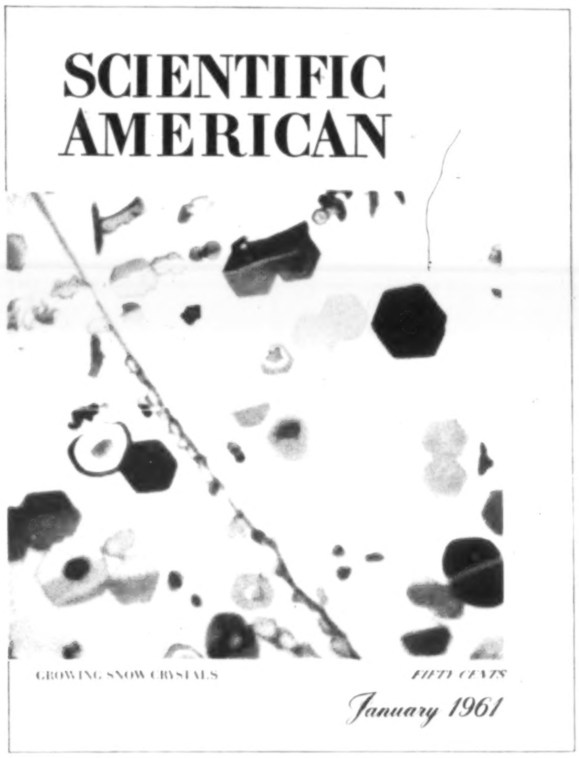
November 1960


SCIENTIFIC AMERICAN

LONG CALL OF GULLS

FIFTY CENTS

December 1960


SCIENTIFIC AMERICAN

GROWING SNOW CRYSTALS

FIFTY CENTS

January 1961

The engineers, scientists and technically trained executives throughout our economy read SCIENTIFIC AMERICAN for enjoyment and knowledge. Their interests are inside and outside their specialties. They are interested in the interaction of atoms and radio waves and the unique properties of flexible glass fibers, in the signaling behavior of gulls and the growth of snow crystals. Proof of their interest is our steadily growing paid circulation (now over 275,000). In the creation of new products, processes and plants, these men of Technical Management deploy the purchasing power of industry. More than 425 companies, sure of the need to speak to Technical Management, speak to them in our pages.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

DO
BIG
BUSINESS
WHERE
BIG
BUSINESS
IS BEING
DONE !..

Tucson

1960 ADVERTISING LINAGE—27,545,326*

...up 9.7% over 1959

Convincing evidence of Tucson's increasing importance as a major market for goods and services.

*Weekday Citizen Sunday Star

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

IF YOU WANT TO COVER ARIZONA. THE STAR and CITIZEN ARE A MUST!

2 Independent Newspapers Produced In the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Ault-Wieler Names Schaar

Ault-Wieler, Inglewood, Cal., new electronic engineering representative, has appointed Edward Schaar Associates, Los Angeles, to handle its advertising. The company, an affiliate of Ault Associates, is the northern California engineering representative.

Smith Oil Names Monk

Smith Oil & Refining Co., Rockford, Ill., refiner and distributors of automotive fuels and supplies, heating oils and industrial fluids, has appointed Howard H. Monk & Associates. Cummings, Brand & McPherson, Rockford, is the former agency of record.

NFAA Elects Ritter-Lieberman

National Federation of Advertising Agencies has elected Ritter-Lieberman, Allentown, Pa., to membership, bringing the total to 28 agencies throughout the country and Canada.

Seattle-1st National Bank's Ads Aim to Inform Customers

SEATTLE, Feb. 1—A new series of newspaper advertisements designed to give the consumer information that will help in his daily life has been undertaken by Seattle-First National Bank on a statewide basis.

The first in the series is headlined, "Have you checked *your* cash reserves?" It sets out goals for family savings and suggests how to reach those goals. Copy states:

"We believe it is just as important for your family to be in a strong financial position as it is for our business customers. That's why we recommend you build up your family cash reserves—to use in an emergency or to take full advantage of opportunities."

The ad says: "A family should be able to get along on its own resources in an emergency for at least six months." The bank shows how much to save monthly in order to reach the family savings goal in five years.

■ The next in the series will take up consumer instalment credit under the heading, "When is it good business to borrow money?"

In the 1961 series, Gus Asplund Jr., assistant vp and advertising manager of the bank told AA, "We are trying to build an image of helpfulness—of a bank anxious to help its customers have a better life. We are trying to give them information they can put to use."

The ads appear twice a month in half-page size in the *Seattle Post-Intelligencer* and *Seattle Times* and in 630-line size in dailies in the following cities: Aberdeen, Bellingham, Bremerton, Centralia, Longview, Moses Lake, Mount Vernon, Tri-Cities, Walla Walla, Wenatchee and Yakima. The ads also appear monthly in a smaller format in 37 weeklies.

■ Supplementing the newspaper campaign, Seattle-First National carries a five-day-a-week newscast on KREM-TV, Spokane, and a package of special events on KOMO-TV, Seattle, which will include on Feb. 4, for example, a half hour of highlights of the Leavenworth ski tournament.

The bank also uses spot radio on 24 outlets for localized advertising of special services offered by various branches.

McCann-Erickson, Seattle, is the agency. #

Breskin Names Schwartz

Breskin Publications, New York, has appointed Jerry Schwartz promotion manager of *Modern Packaging*, *Modern Plastics*, *Modern Packaging Encyclopedia* and *Modern Plastics Encyclopedia*. Mr. Schwartz was formerly an account executive of Batten, Barton, Durstine & Osborn.

Fields Joins Ruben Agency

Joan Fields has joined Ruben Advertising Agency, Indianapolis, as director of media. Mrs. Fields was formerly in the public relations department of the San Francisco Wine Institute.

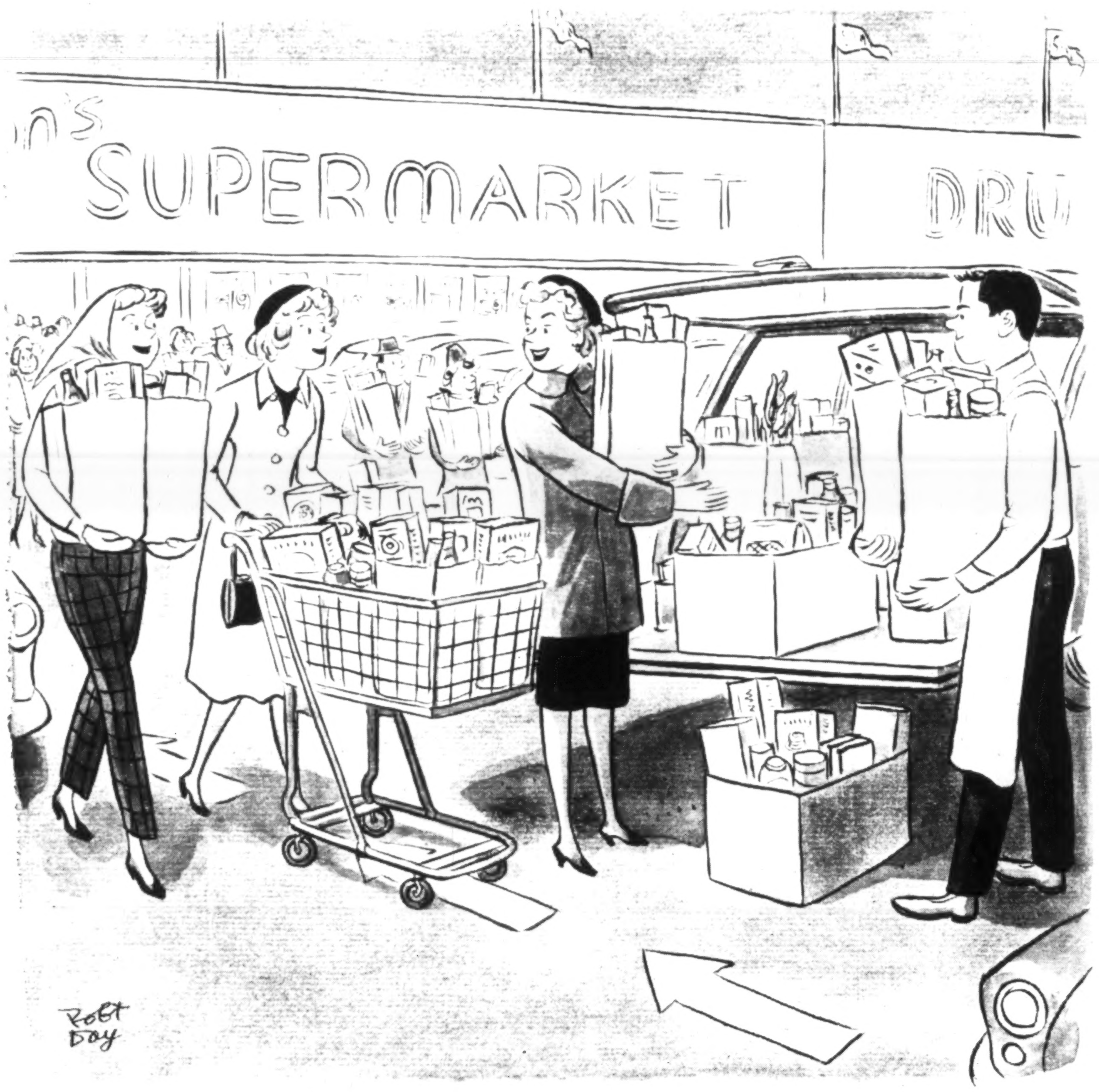
Morris Moves Offices

Merrill Morris Agency, Morristown, N. J., has moved to new offices at 66 Maple Ave.

Guillozet Moves Offices

Joseph Guillozet Co., Cleveland, has moved to new offices at 1801 Superior Ave.

INSIDE SOLID CINCINNATI:



"Every time Fred complains I remind him that we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family!"

....................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

If you'd bake with pride...
...bake with Gladiola

PRIDE—*Fant Milling Co., Sherman, Tex., eschews the "cents-off" approach for its Gladiola flour for a self-satisfaction and pride appeal in color pages in regional editions of The Saturday Evening Post, b&w newspaper ads and radio spots. Clay Stephenson Associates, Houston, is the agency.*

Beals Shop Gets Natural Gas Pipeline Assignment

Beals Advertising Agency, Oklahoma City, has been named to develop a newspaper advertising campaign for the Natural Gas Pipeline Co. of America, Chicago. Consisting of two segments, the ad package will include six large-space insertions in each of about 85 newspapers in Illinois and Iowa, promoting the sale of gas; and four institutional ads each in about 35 newspapers in communities along the company's pipelines from Texas to Illinois.

Contact for Beals in Chicago will be handled by E. Ralph Rundell, who is an account executive of Frederick C. Williams & Associates, Chicago. Beals has also named Charles F. Calkins, previously an account executive with Fuller & Smith & Ross in Chicago, its creative director and Ed V. Fisher, former Oklahoma City pr executive, manager of its newly formed new business department.

Horsley to Head Seattle Office of Pacific National

Frank Horsley, ~~vp~~ and secretary of Pacific National Advertising Agency, has been named manager of its Seattle office. He had previously been in charge of inter-office assignments, coordinating activities in the Portland, Spokane and Lewiston offices, in addition to duties as account executive in Seattle. Trevor Evans, agency president, is now directly in charge of inter-office activities.

Stran-Steel Boosts Dries

Stran-Steel, Detroit, division of National Steel Corp., has appointed Arthur F. Dries manager of public relations and advertising. Mr. Dries has been advertising manager for the past five years.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

TV Hikes All Ad Spending—Dailies to Benefit: Motley

EAST LANSING, Jan. 31—Newspapers have been losing and will continue to lose advertising to television, but this situation will change once broadcasters and advertisers begin to identify some of the electronic medium's limitations.

This optimistic newspaper note was sounded before a meeting of the Michigan Press Assn. by Arthur H. Motley, president and publisher of *Parade*.

Mr. Motley said that in the long run, the newspaper medium will gain from tv, rather than suffer from it. "Television is still a young, vital, growing medium," he said, "and it does not yet know its own limits. Yet it does have limits, and increasingly they will be identified. Then there will be a turn back to the newspaper."

Television will help the newspaper cause, Mr. Motley continued, because it has increased over-all advertising appropriations, and newspapers should benefit accordingly.

■ In addition to problems presented by the competition, Mr. Motley cited some intramural difficulties faced by the newspaper industry.

Among these, he said, are the need (1) for better cost control in newspaper color, (2) for more uniformity in physical standards of newspapers, such as column widths, type-page widths, page-size, etc., and (3) for improved quality of reproduction.

"How will we ever achieve uniformity and better reproduction standards without having more uniform physical standards," he said. "An advertiser wants his copy to appear the same in all newspapers and does not relish the idea of furnishing reproduction material in a variety of sizes to compensate for varied column widths and percentages of shrinkage."

As a solution to the problem Mr. Motley suggested that newspapers make greater use of the principle of syndication, sharing both production and sales facilities with each other. #

Tolley to Lahr Advertising

Jack W. Tolley, formerly assistant to the president of Union Fork & Hoe Co., Columbus, O., has joined Lahr Advertising, Indianapolis, as partner and vp.

I deas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities

CONOCO
The MAN BEHIND THE BRAND
CONOCO
FIRST AWARD
CFAC·POPAI
by CSP

Conoco "branding iron" display with realistic color, motion and illumination. Arm moves, "red-hot" Day-Glo iron flashes. A double award-winner, but more important, a spectacular traffic-stopper!

O'Cedar to Extend Bowl Bath Tests

CHICAGO, Jan. 31—O'Cedar division of American Marietta Co. plans to extend test market advertising of Bowl Bath, a new disinfectant-deodorizer toilet bowl cleaner, to about 10 more cities. The newspaper and tv spot campaign will break in about 60 days.

Advertising in Omaha, Grand Rapids, San Antonio, Springfield, Mass., and Charleston, S.C., the cities in which the product underwent a nine-week test late last year, will be resumed in about 30 to 45 days.

One newspaper ad a week and from 20 to 30 daytime tv spots were used in the test in all the cities except Springfield, where newspaper ads alone were run.

The campaign featured a number of redemption deals. The offers varied in each city. Results were encouraging, according to Turner Advertising Agency, which handled the tests.

No national magazine advertising has been planned so far, the agency said. =

McClure Joins Mathes as VP, Canada Dry Supervisor

John F. W. McClure, formerly vp and account director on the Coca-Cola account at McCann-Erickson, has joined J. M. Mathes Inc., New York, as vp and account supervisor on the Canada Dry account.

John F. W. McClure

Mr. McClure replaces L. E. (Dusty) Miller, who has resigned. Mr. McClure joined McCann nine years ago from the Pepsodent division of Lever Bros. Co.

Office Specialty to Hayhurst

Office Specialty Mfg. Co., Newmarket, Ont., has named F. H. Hayhurst Co., Toronto, to direct its advertising. Present plans call for four-color spreads in *Business Quarterly*, *Saturday Night* and *Time-Canadian* as well as b&w ads in *Financial Post* and some dailies.

Peters Joins Baxter

Ollen E. Peters, formerly an advertising coordinator of Ford Motor Co. in Dearborn, has joined Don L. Baxter Inc., Dallas, as a vp. He will direct plans for further expansion of the agency's consumer division and will serve on the creative-marketing plans board.

CBS Spot Names Six

CBS Television Spot Sales, station representative, has named Alan Sloan and William Miller account executives in New York. Mr. Sloan formerly was with WCBS-TV, New York. Mr. Miller had been on the sales staff of KMOX-TV, St. Louis, both CBS-owned stations. Ralph H. Daniels Jr. has been transferred from the company's San Francisco staff to the New York staff. James Jarvis, previously with Katz Agency, has been named an account executive in the Chicago office, and Robert M. Fairbanks, previously with KNXT, Los Angeles, has been named an account executive in San Francisco. Edward G. O'Berst has rejoined CBS Radio Spot Sales, New York, after an absence of almost one year, during which time he was with Blair-TV.

Scholarship Sweepstakes Set

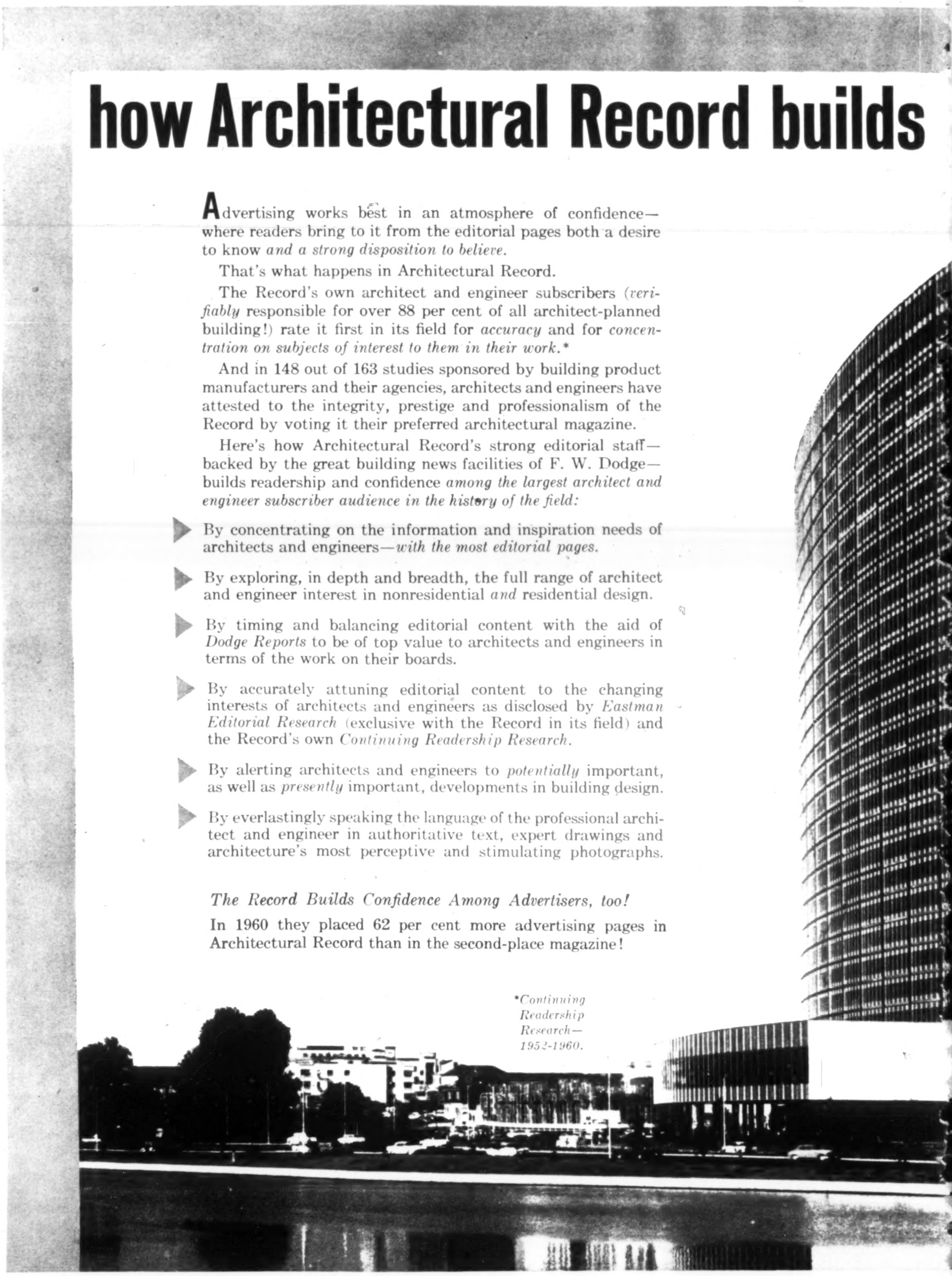
Fruit of the Loom socks, a product of Kayser-Roth Corp., New York, will be promoted in February via its fifth annual scholarship sweepstakes. Fractional page ads, featuring Bob Hope, will run in *Good Housekeeping*, *Life* and *Parents' Magazine*. Entrants fill out an entry blank, available wherever Fruit of the Loom socks are sold, to participate in the drawing for 11 free college scholarships or 1,000 other prizes. Daniel & Charles, New York, is the agency.

BBDO Elects Seven VPs

Batten, Barton, Durstine & Osborn has promoted seven executives to vp. They are John H. Leonard, an account group head; M. Michael Griggs, a group head; Herbert R. Roberts, manager of the marketing department; and Jack Goldsmith, a tv art supervisor, all in New York; George Alarik, account supervisor in the Minneapolis office; Harold C. Mullen, account supervisor in Boston; and Dean W. Proctor, account supervisor in Chicago.

Seigel to Neon Products

Saul Seigel, formerly executive director of the United Fund of Greater Lima, O., has been named advertising and sales promotion director of Neon Products, Lima. He succeeds Harold D. Schwartz, who has become head of the company's Chicago office. Mr. Seigel returns to the post he held from 1951 to 1953, when he joined the Lima community chest.



how Architectural Record builds

Advertising works best in an atmosphere of confidence—where readers bring to it from the editorial pages both a desire to know *and a strong disposition to believe.*

That's what happens in Architectural Record.

The Record's own architect and engineer subscribers (*verifiably* responsible for over 88 per cent of all architect-planned building!) rate it first in its field for *accuracy* and for *concentration on subjects of interest to them in their work.**

And in 148 out of 163 studies sponsored by building product manufacturers and their agencies, architects and engineers have attested to the integrity, prestige and professionalism of the Record by voting it their preferred architectural magazine.

Here's how Architectural Record's strong editorial staff—backed by the great building news facilities of F. W. Dodge—builds readership and confidence *among the largest architect and engineer subscriber audience in the history of the field:*

▶ By concentrating on the information and inspiration needs of architects and engineers—*with the most editorial pages.*

▶ By exploring, in depth and breadth, the full range of architect and engineer interest in nonresidential *and* residential design.

▶ By timing and balancing editorial content with the aid of *Dodge Reports* to be of top value to architects and engineers in terms of the work on their boards.

▶ By accurately attuning editorial content to the changing interests of architects and engineers as disclosed by *Eastman Editorial Research* (exclusive with the Record in its field) and the Record's own *Continuing Readership Research.*

▶ By alerting architects and engineers to *potentially* important, as well as *presently* important, developments in building design.

▶ By everlastingly speaking the language of the professional architect and engineer in authoritative text, expert drawings and architecture's most perceptive and stimulating photographs.

The Record Builds Confidence Among Advertisers, too!

In 1960 they placed 62 per cent more advertising pages in Architectural Record than in the second-place magazine!

**Continuing Readership Research—1952-1960.*

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!

FTC Lists Questions Consumers Should Ask on Guarantees

WASHINGTON, Jan. 31—The Federal Trade Commission has come to the conclusion that people aren't asking enough questions about a product's guarantee before they buy.

FTC says its workload would be considerably lighter if consumers would grill salesmen on the limitations of the guarantee. Accordingly, the commission has supplied buyers with a list of "seven hard questions" to put to salesmen before any money changes hands.

Here are the questions:

1. Who is going to make good on the guarantee? (The store where you are buying the product or the manufacturer?)

2. Does the product have to be returned to the seller, or will it be repaired at your home?

3. Is the entire product guaranteed? (Or just those parts that rarely, if ever, wear out?)

4. Who pays the labor charges involved in the product's repair?

5. Is routine servicing covered by the guarantee?

6. Is the guarantee based on the price you actually pay for the product or is it pro-rated on a manufacturer's "list" or "suggested retail" price?

7. Is the guarantee in writing or is it contained only in the salesman's smiling assurance? #

Brown & Bigelow Names Cobb

George L. Cobb, formerly vp of Unimatic Merchandisers, has been named general manager of Brown & Bigelow, St. Paul, advertising specialty company. Mr. Cobb was also elected a vp of Standard Packaging Corp., New York, with which Brown & Bigelow was merged last year. He succeeds R. Carl Chandler, board chairman and chief executive officer of Standard Packaging, who had been Brown & Bigelow general manager since the merger.

McCann Names 2 New Directors

Harry A. Braid and Eric Williams have been appointed directors of McCann-Erickson Advertising Ltd., London. Mr. Braid, treasurer of the agency, also has been named financial director. Mr. Williams, who joined the agency recently as public relations director, formerly was manager of public relations of Notley Advertising, London.

'Automotive Installation Specialist' to Have Debut

Automotive Installation Specialist, directed to automotive replacement installation shops in the 50 states, will start publication in April. M.B.I. Publishing Co., 917 Fox Theater Bldg., Detroit, is the publisher. Plans call for sending the magazine to 12,436 brake shops, 5,546 seat cover shops, 5,079 muffler shops, 1,735 spring shops and 272 shock absorber shops.

Barnes Named KBCL Manager

Vener O. J. Barnes, formerly advertising and sales promotion manager of Childs Big Chain division of Kroger Co., has been named manager of KBCL, Shreveport radio station.

Barrett Joins Wyatt as VP

Charles J. Barrett Jr. has joined Jack Wyatt Co., Dallas agency, as a vp. Mr. Barrett was formerly with Texas Instruments and Chance-Vought.

KAISER CENTER

readership and confidence...
for more
resultful
advertising!

"The reader reads because he finds information that helps him in his job. If this information is useful... he comes in time to associate a feeling of trust and confidence in the magazine and this feeling may carry over to the advertisements...

..."if a magazine delivers both readership and confidence it is furnishing about the most valuable commodities an advertiser can buy."

William Schink, Media Director, G. M. Basford Co., Inc.
From McGraw-Hill's "Industrial Advertising Handbook"

Kaiser Center
Oakland, Calif.
Architects:
Welton Becket, FAIA
and Associates

Architectural
Record

an F W DODGE CORPORATION publication

ABP ABC

119 West 40 th Street
New York 18, N. Y.
OXford 5-3000

"stimulus to creative architectural and engineering design"

What they see on
WJAC-TV

THEY BUY!

When you advertise your product on WJAC-TV, you can be sure people see it . . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER
AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

CHICAGO'S AMERICAN ANNOUNCES A NEW 3-PART RATE STRUCTURE OFFERING CHICAGO'S LOWEST DAILY AND SUNDAY MILLINES

WITH national advertisers extending their use of newspapers for the expanding sales opportunities of the '60's, Chicago's American announces a new 3-part rate structure effective March 1, 1961. It is designed to offer flexibility and economy and, at the same time, aid in the drive for uniformity among newspapers by fitting in with the new and popular Yearly Frequency Page Discounts, Bulk Discounts and Continuity Impact Discounts. This new rate structure offers the lowest milline rates or rates-per-thousand in the Chicago newspaper field.

Part 1—BULK DISCOUNTS:

This is the most used rate structure because it lends itself to the specific needs of individual marketing problems. It provides economy along with the flexibility so desirable for many newspaper advertising programs. Bulk discounts are now available in almost 200 newspaper markets.

SCHEDULE OF BULK DISCOUNTS

		Full Run		*City and Suburban*
		Daily	*Sunday*	*Daily and/or Sunday*
14 lines or more		$1.55	$1.60	
Base Contract Rate—500 Lines Per Year—per agate line		$1.25	$1.45	$.90
Lines per year	*Bulk Contract Discounts From Base Contract Rate*	*Net Line Rate After Contract Discount*		
1,000	20%	$1.00	$1.16	$.90 Flat
2,500	21%	.9875	1.1455	
5,000	22%	.975	1.131	
10,000	23%	.9625	1.1165	
25,000	24%	.95	1.102	
50,000	25%	.9375	1.0875	
100,000	26%	.925	1.073	

Part 2—CONTINUITY IMPACT DISCOUNTS:

This is the popular C. I. D. Plan inaugurated by the Louisville Couier-Journal and widely accepted by advertisers and agencies. It is now available in almost 100 newspaper markets. The value of this rate structure is in putting continual pressure on the market at lowest possible cost. It takes cognizance of the strength advertisers are finding in week-in and week-out continuity in newspapers.

SCHEDULE OF CONTINUITY IMPACT DISCOUNTS

Term of Contract	Weeks of Publication	Lines Per Week	Discount	Full Run Daily Net Line Rates	Full Run Sunday Net Line Rates
13 Weeks	12	300	22%	$.975	$1.131
		600	23%	.9625	1.1165
		1,000	24%	.95	1.102
		1,500	25%	.9375	1.0875
26 Weeks	24	300	23%	.9625	1.1165
		600	24%	.95	1.102
		1,000	25%	.9375	1.0875
		1,500	26%	.925	1.073
39 Weeks	36	300	24%	.95	1.102
		600	25%	.9375	1.0875
		1,000	26%	.925	1.073
		1,500	27%	.9125	1.0585
52 Weeks	48	300	25%	.9375	1.0875
		600	26%	.925	1.073
		1,000	27%	.9125	1.0585
		1,500	28%	.90	1.044

Part 3—YEARLY FREQUENCY PAGE DISCOUNTS:

The biggest marketing salvo can be fired by full page ads and to make this possible Chicago's American offers its most attractive rates for yearly frequency schedules of page units.

SCHEDULE OF FREQUENCY PAGE DISCOUNTS

		Full Run		City and Suburban
		Daily	Sunday	Daily and/or Sunday
Base Contract Rate—500 lines per year—per agate line		$1.25	$1.45	$.90
Units per year	*Page Contract Discounts From Base Contract Rate*	*Net Page Rate After Contract Discount*		
1 full page	24%	$2,356	$2,732.96	$2,232 Flat
10 full pages	25%	2,325	2,697.00	
20 full pages	26%	2,294	2,661.04	
30 full pages	27%	2,263	2,625.08	
40 full pages	28%	2,232	2,589.12	
50 full pages	29%	2,201	2,553.16	

All rates provide full-run milline rates as well as City and Suburban costs-per-thousand which are among the lowest in the nation. Now, Chicago's American and the Chicago Tribune, whose new rate structure parallels the American's, are each offering the lowest milline rates and costs-per-thousand in Chicago. These two papers offer the greatest amount of coverage, at the lowest costs-per-thousand. These economical rates are *available in either paper, without combination*, to fit best into the individual marketing needs of the advertiser.

MILLINE RATES

Based on total circulation and 5,000 lines of advertising—daily newspapers

CHICAGO'S AMERICAN	Chicago Tribune	Sun-Times	Daily News	Sun-Times/ News
$2.20	**$2.23**	**$2.44**	**$2.56**	**$2.25‡**

‡This Milline rate available only in forced combination.
Circulation base: ABC Publishers' Statements, 9 30 60.

Cost-per-thousand Households*
IN METROPOLITAN CHICAGO

Based on a 1,000 line ad at 5,000 line contract rates—daily newspapers

CHICAGO'S AMERICAN	Chicago Tribune	Sun-Times	Daily News	Sun-Times/ News
$1.84	**$1.71**	**$1.91**	**$2.33**	**$2.01‡**

‡This cost-per-thousand available only in forced combination.
**Newspaper readers. Source: Media Power.*

CHICAGO'S AMERICAN

N.Y. Court Upholds State Ban on Signs Near N.Y. Thruway

ALBANY, Jan. 31—The appellate division has unanimously upheld the constitutionality of a state regulation outlawing advertising signs within 500′ of the New York State thruway even though the displays are on privately-owned land.

In a decision written by Associate Justice J. Clarence Herlihy, the court refused to overturn a lower court ruling involving Ashley Motor Courts Inc., Highway Displays Inc., and Ramapo Land Co. of Rockland County.

■ The court noted that a section of the public authorities law provides for a blanket prohibition against the erection or maintenance of any advertising devices located within 500′ of the nearest edge of the thruway pavement without a written permit from the authority. No application for a permit was filed, the court said.

"The police power of the state invoked and exercised by the legislature is a flexible, broad, variable process of government intent upon keeping up to date with all of the public and social needs," Justice Herlihy wrote.

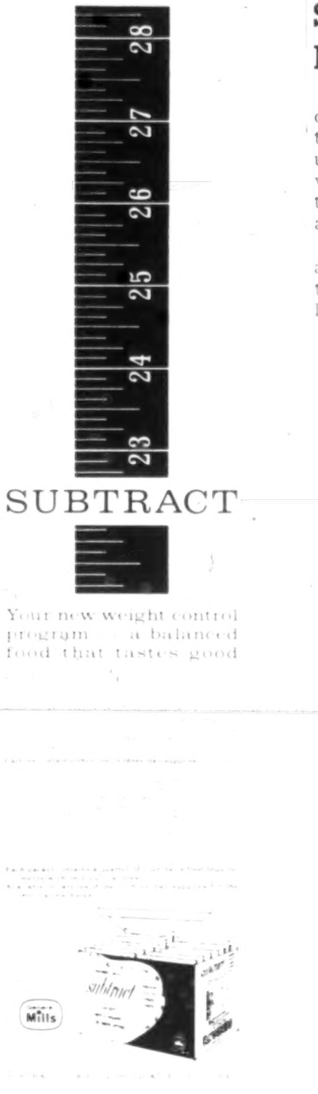
"What would be a violation therof in prior years might of necessity in an ever changing world become legal in our present society," he continued. "Contrariwise, what may have been valid when enacted, as the result of later events might become unlawful." ≠

'Canadian Food Journal' Bows as Monthly

Canadian Food Journal, a monthly, has been introduced by Current Publications Ltd., Seccombe House, 443 Mount Pleasant Rd., Toronto. George F. Rogers is publisher and managing editor of the book, distributed on a controlled basis to key personnel in major food serving establishments and to all members of the Canadian Dietetic Assn. L. P. E. Lacey is advertising manager.

Air Products Promotes Kinsey

Robert F. Kinsey, formerly an assistant manager of advertising and pr, has been promoted to advertising and pr manager of Air Products, Allentown, Pa.



23
24
25
26
27
28
SUBTRACT
Your new weight control program ... a balanced food that tastes good
General Mills
subtract

INCHES—*This ad will run in 92 newspapers on the Atlantic Seaboard and 39 on the West Coast beginning this month to introduce Subtract, General Mills' new entry in the measured calorie food field. Knox Reeves Advertising is the agency.*

'Cincinnati Enquirer' Gains

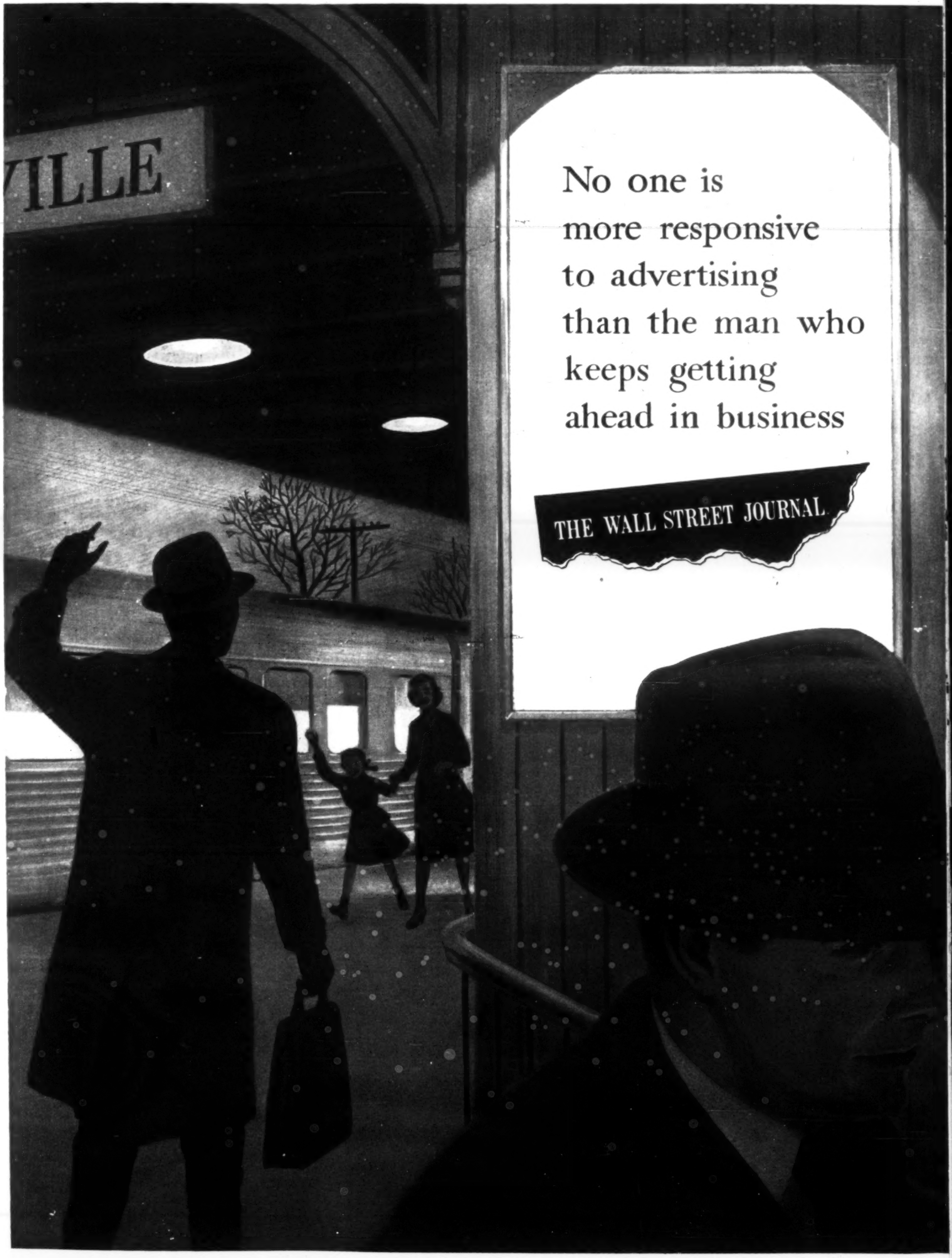
The *Cincinnati Enquirer's* income increased from $17,794,723 in 1959 to $19,003,493 in 1960, according to its annual report. Net earnings in 1960 totaled $1,191,570, compared to $797,429 the previous year. Advertising linage reached a new high with a record total of 42,405,937 lines, an increase of 533,697 lines over the previous fiscal year ended Sept. 30, 1959.

Costs Less—
Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns — twice as many as any one of the evening papers.

Make
The Mirror
a MUST!



VILLE
No one is more responsive to advertising than the man who keeps getting ahead in business
THE WALL STREET JOURNAL

Put Communications Dollar to Usual Profit Test: Chase

PHILADELPHIA, Feb. 1—"The communications dollar neither has nor deserves to have any special immunity from the sweeping management review", made imperative by the rising costs of wages, materials, taxes and selling.

Howard Chase, president of Howard Chase Associates, New York, consultants in the field of general management and public affairs, made this statement at a meeting of the Philadelphia chapter of the American Public Relations Assn. last month.

"The audit of the communications dollar should be done on an annual basis," Mr. Chase said. "It's fascinating to see how an activity marked for retrenchment sneaks back under some other budget," according to him.

It is extremely difficult to get figures on total communications dollars from most executives, Mr. Chase said. Executives may have an over-all figure on advertising, on merchandising materials, on pr counsel or department, yet not the total communications cost.

■ This total cost, according to him, would include employe publications, quarterly and annual stockholder reports, letters to stockholders, product publicity, executive conferences, basic sales training, periodic sales training or refresher courses, consumer advertising, trade press advertising, preparation and distribution of executive speeches, point of sale merchandising materials, plant meetings, community relations, direct mail selling, reception desks, training on telephone manners, executive letters, company hospitality, recruiting, and hundreds of other types of communication.

"Each of these is justified—if it contributes to current or long-range profit. Not one is justified if it is merely a habit," he declared. #

Chewrite to Robert Frame

Robert Frame Advertising, Dayton, has been named by Chewrite Co., Dayton, as its national advertising and marketing counsel. The company manufactures a denture-retaining powder.

Tilds & Cantz Adds Client

International House of Pancakes, a chain of pancake restaurants, has named Tilds & Cantz Advertising Agency, Los Angeles, to direct all advertising for its growing number of locations as well as its various pancake products. By the end of 1961, the company expects to have 22 locations in Southern California. A franchising program, to be ready by the end of 1962, is to expand the pancake house chain throughout the country.

Bennett Boosts Slattery to VP

J. Desmond Slattery, formerly account executive, has been promoted to vp and account supervisor on British Overseas Airways Corp. at Victor A. Bennett Co., New York, replacing Gordon MacLaren, who has resigned. Mr. Slattery's old post has been filled by Paul E. Clark, formerly a TWA account executive at Foote, Cone & Belding.

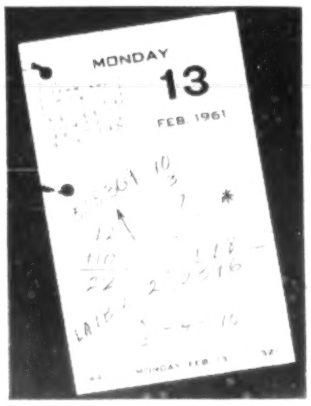
Everywhere
the men who
keep getting
ahead . . .
read

THE WALL STREET JOURNAL

The National Business Daily

Yes, men who never thought they'd be reading The Wall Street Journal now find they can't do without it. And many who never thought they'd have reason to advertise in The Journal are voluntarily writing testimonial letters about how it brings them business.

Published at: NEW YORK, WASHINGTON, D.C., CHICOPEE FALLS, MASS.
• CHICAGO, CLEVELAND • DALLAS • SAN FRANCISCO



No matter how you figure them, this one of the top ten markets is different

When your policy or budget limits your advertising to the nation's top ten markets, close examination must be made of the one in second place . . . The Los Angeles-Long Beach Metropolitan Area . . . because Los Angeles newspapers do not cover the important over half million people in the Long Beach part. And this part is big enough to give your sales chart a healthy upswing.

So remember. No Los Angeles daily newspaper reaches even 1 out of 11 Long Beach City Zone families. All of them combined (disregarding possible duplication) reach less than 1 out of 4 Long Beach homes. BUT THE LONG BEACH INDEPENDENT, PRESS-TELEGRAM REACHES ALMOST 7 OUT OF 10 HOMES.

**ASK THE RIDDER-JOHNS MAN.
HE HAS ALL THE DETAILS.**

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report— 12 months ending Mar. 31, 1960.

Independent
Press - Telegram
Morning Evening Sunday

LONG BEACH, CALIFORNIA
the International City
NOW OVER ½ MILLION POPULATION

Just a little bit better
than any other service
happens to be!

This is no mere windy boast. This is a fact based upon Century's deliberate and determined aim: to provide a service to agencies and advertisers that always delivers more quality than absolutely necessary!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Enloe to Hide MD Media Study Even from Clients

NEW YORK, Feb. 2—What publications are physicians reading today?

Cortez F. Enloe Inc., New York ethical drug agency, said last month it had the answers to this question, as a result of a nationwide survey commissioned by its research department.

Trendex Inc. conducted the survey for Enloe, interviewing 1,000 doctors by telephone. The interviewers used aided recall, reading doctors a list of journals in different categories and asking them which ones they read and how frequently.

Dr. Enloe, head of the agency, held a press conference at the New York Yacht Club to announce that the survey had put in the hands of his agency an important tool to evaluate the efficiency of medical publications.

He said: "We are convinced that we have reached a milestone in medical journal advertising. The industry is entering a period where drug manufacturers will insist on getting all the facts necessary to spend their promotion dollars in an optimum way."

■ Dr. Enloe made it clear, however, that he is not disposed to share this knowledge with his competitors—the survey results will not be revealed. As a matter of fact, Dr. Enloe said, he will not even show these results to his clients. He will, of course, use the results in making media recommendations, and if a client questions him, he will back up his choices with facts and figures cited from the survey.

Stanley P. Bell, vp of Enloe, gave a concrete example of how the survey will be used. He reported that there are two internal medicine journals, each with a 22,000 circulation, which have in the past shared equally in advertising directed to internists. "We used them alternately," he said. Trendex found, however, that one of these books is delivering 15,000 internists, compared with 7,000 for the other. As a result, advertisers were really paying $20 per 1,000 in the first book and $60 per 1,000 in the second journal.

■ Similar differences were found in other categories. The Enloe agency said it will now recommend to clients that advertising be concentrated in those publications which deliver the most doctors per dollar.

In conjunction with the Trendex survey, the agency asked all publications to supply a breakdown of circulation. Mr. Bell said that this was such an unusual practice in this field that one of the leading publications, the *Journal of the American Medical Assn.*, reported that it had been keeping such a tally for five years but no one had ever asked for it, and the *AMA* had just about decided to scrap this count. "We told them to keep it up. We want this kind of information," Mr. Bell said.

The agency reported that in the case of one "mass circulation" journal—these are publications going to more than 130,000 physicians—it was found that 30,000 of the readers are not medical doctors.

■ To indicate the value of this media study, Dr. Enloe cited figures to show how the volume of ethical drug advertising has skyrocketed over the past 10 years, making it more difficult for an advertiser to reach the physician audience.

He reported that the volume of journal advertising has increased from 33,400 pages to 124,800 pages, while the number of direct mail pieces received by a doctor has jumped from 2,370 to 4,970 a year.

At the same time, he noted, costs of advertising have risen so sharply that the $100,000 spent in 1950 will now buy only $62,000 worth of advertising.

■ "If the effects of rising costs, on the one hand, and diminished exposure, on the other, are combined," he pointed out, "the 1950 advertising dollar is worth only about 22¢ today. Or, to put in another way, it takes about $4.50 today for every dollar spent in 1950 to achieve merely the same exposure.

The Enloe media survey was under the direction of Dr. Walter O. Wegner, agency research director. #

CREATIVITY . . . wfmy-tv creates
sales in the nation's 44th market*

Creativity . . . someone's artistic ability produced this handsome leather saddle. Creativity . . . WFMY-TV's proven ability to create greater sales and profits for you, in the *Industrial Piedmont*.

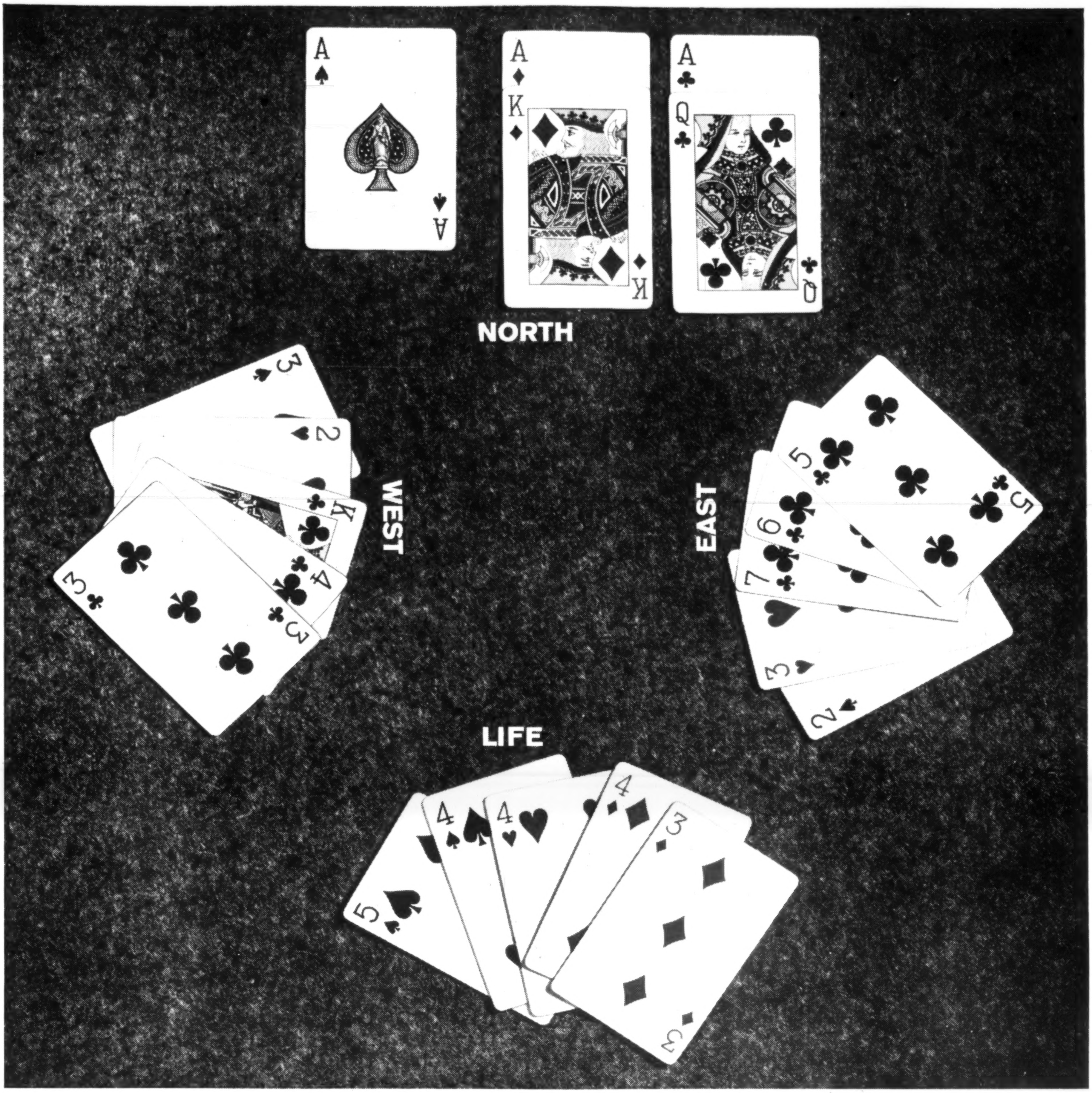
Sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . for complete details call your H-R-P rep today!

*Source: Television Magazine, 1960 Data Book

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

SEAL OF GOOD PRACTICE



LIFE HAS THE GRAND SLAM and has for *19 consecutive years.* Other magazines make big, bold claims to make you think they hold all the cards. They don't. Every game has *one* winner and in the magazine business, it's LIFE. The charts show why. In 1960, advertisers invested 33 million more dollars in LIFE than in the next leading magazine.

Have trouble completing the grand slam? The bid is no trump, LIFE has taken eight tricks. Now LIFE leads the four of hearts, throwing dummy's ace of spades. Then LIFE leads spades twice, discarding the dummy's diamonds. LIFE's two diamonds now take the last two tricks.

IT PAYS TO SELL WITH ADVERTISED IN LIFE

ADVERTISING INVESTMENT 1960

MAGAZINE	AD REVENUE	NO. ISSUES
LIFE	$138,784,242	51
Post	105,049,136	52
Look	59,070,472	26

ADVERTISING PAGES 1960

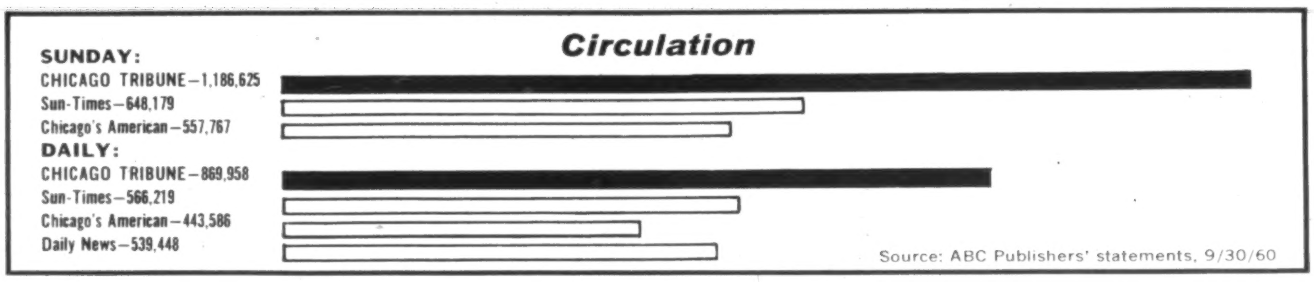
MAGAZINE	PAGES	NO. ISSUES
LIFE	3,360	51
Post	2,788	52
Look	1,641	26

(Source: PIB January-December, 1960)

$72,000,000

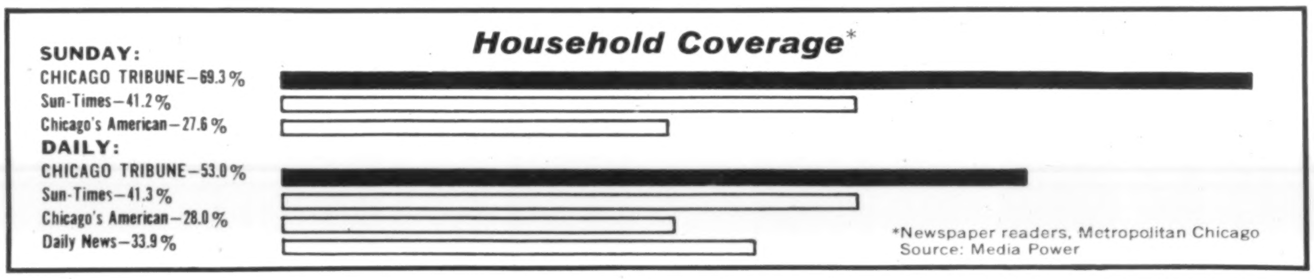
New all-time high in 20-year trend to the Chicago Tribune—a tribute to advertising results

THE REASONS:



Circulation

Source: ABC Publishers' statements, 9/30/60



*Household Coverage**

*Newspaper readers, Metropolitan Chicago
Source: Media Power

Buyer Coverage in Metropolitan Chicago

PURCHASE CLASSIFICATION	SUNDAY TRIBUNE %	DAILY TRIBUNE %	NET % ADDED BY SECOND DAILY TO DAILY TRIBUNE
New Cars	77.1	54.5	19.6
Homes	73.5	53.9	14.7
Furniture	70.5	55.7	21.3
Airline Travel	81.2	63.7	16.9
Auto Insurance	74.0	53.7	22.0
Dishwashers	86.3	63.6	18.1

PURCHASE CLASSIFICATION	SUNDAY TRIBUNE %	DAILY TRIBUNE %	NET % ADDED BY SECOND DAILY TO DAILY TRIBUNE
Clothes Dryers	78.6	51.8	25.8
Men's Suits	71.9	54.8	21.7
Women's Street Dresses	66.7	49.9	21.8
Books	72.2	54.0	22.3
Luggage	79.8	66.8	14.5

Source: Media Power

Low Cost

MILLINE RATES

Based on total circulation and, 5,000 lines of advertising—daily newspapers

CHICAGO TRIBUNE	$2.23
Sun-Times	$2.44
Chicago's American	$2.20
Daily News	$2.56
Sun-Times/News	$2.25‡

‡This milline rate available only in forced combination

Cost-per-thousand Households* in METROPOLITAN CHICAGO

Based on a 1,000 line ad at 5,000 line contract rates—daily newspapers

*Newspaper readers. Source: Media Power

CHICAGO TRIBUNE	$1.71
Sun-Times	$1.91
Chicago's American	$1.84
Daily News	$2.33
Sun-Times/News	$2.01‡

‡This cost-per-thousand available only in forced combination

THE RESULTS FOR YOU:

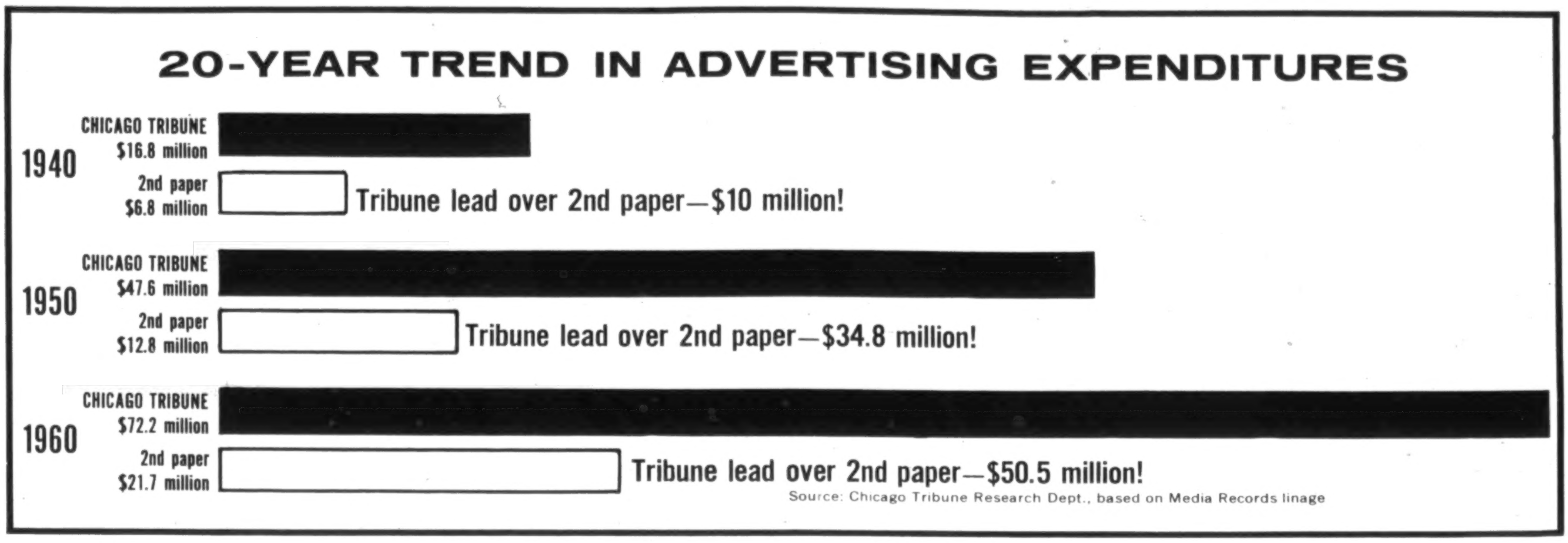
THE TRIBUNE has what it takes to get the results you want. These facts prove clearly that it merits its rating as Mid America's No. 1 sales tool.

ECONOMY

Daily and Sunday, it reaches your hottest prospect list in this important market—at an economical cost-per-thousand.

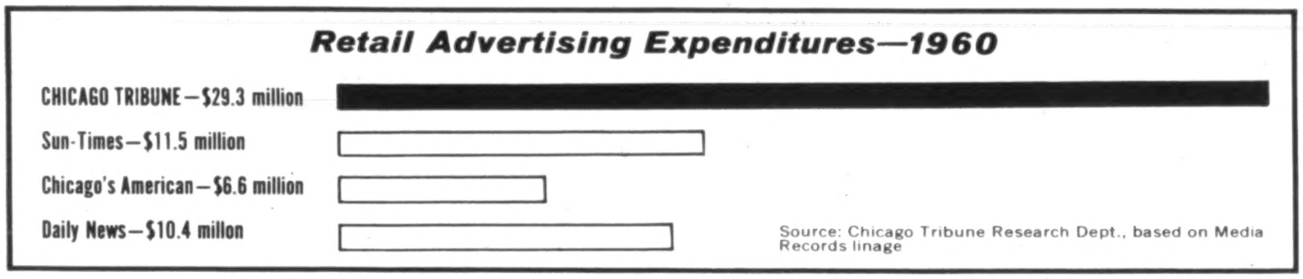
READER INVOLVEMENT

The Tribune's millions of adult readers exhibit the same high degree of confidence in its advertising columns as in its news and features. The result is a greater responsiveness to your advertising—an

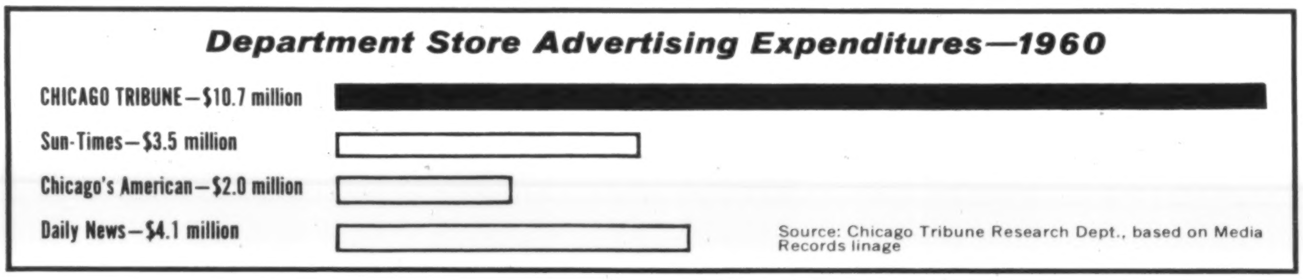

20-YEAR TREND IN ADVERTISING EXPENDITURES

Source: Chicago Tribune Research Dept., based on Media Records linage

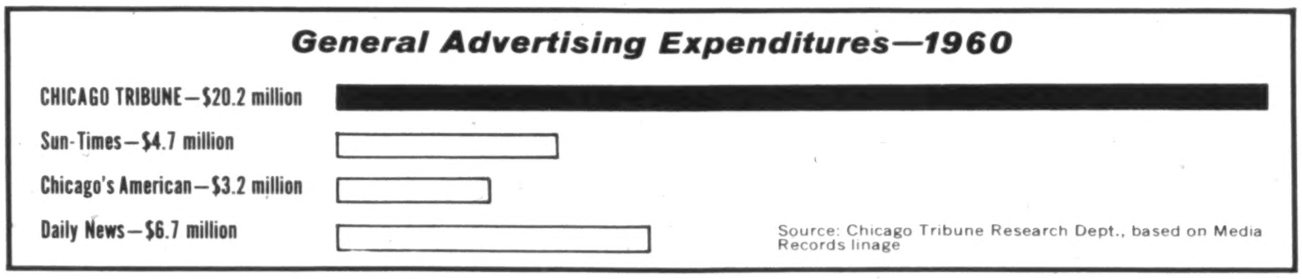
THE RECORDS:


Retail Advertising Expenditures—1960

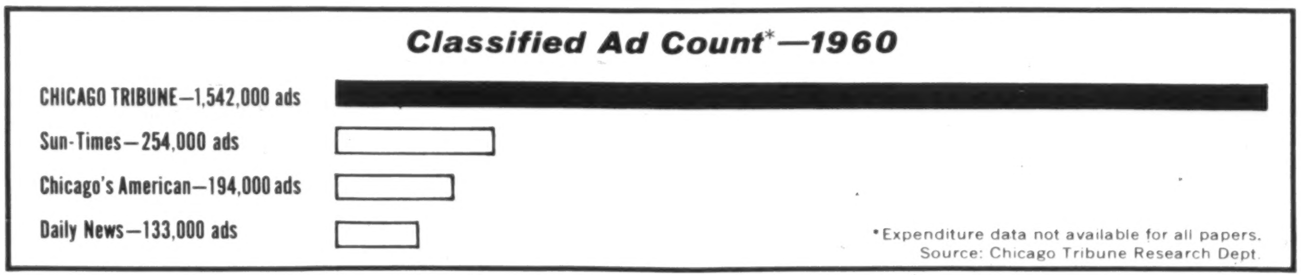
Source: Chicago Tribune Research Dept., based on Media Records linage


Department Store Advertising Expenditures—1960

Source: Chicago Tribune Research Dept., based on Media Records linage


General Advertising Expenditures—1960

Source: Chicago Tribune Research Dept., based on Media Records linage


Classified Ad Count—1960*

*Expenditure data not available for all papers.
Source: Chicago Tribune Research Dept.

atmosphere crackling with action—which is unmatched in any other Chicago advertising medium.

MARKETING KNOW-HOW

In service to advertisers, the Tribune is also unrivaled. Few media have such vast marketing resources to help advertisers sell. From scores of its own studies, from hundreds of outside sources, the Tribune sifts and selects important facts for you and brings them to bear on your marketing problems.

For greater sales and profits in 1961, put the force of the Tribune to work for you in the nation's second-largest market.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

To sell
your products
to the man who
buys ideas... the design engineer

advertise
where he finds
the most
usable
ideas
Design News

The pages of DESIGN NEWS help you sell this *working* design engineer at those precise moments when he's *ready* to be sold! It's when he's looking for *usable design ideas* . . . ideas that help him lick his toughest design problems. This man knows that DESIGN NEWS gives him the widest range of adaptable design ideas. ■ What built-in Idea Features do *your products* offer to improve his design . . . make it better, more saleable? You can answer his question directly when you advertise in DESIGN NEWS, the Idea Book of the design profession. ■ Only DESIGN NEWS focuses on the *usable* ideas behind latest developments . . . highlights design solutions that help solve problems common to all Original Equipment industries. ■ Your design engineer prospect counts on DESIGN NEWS for complete, concise coverage of his field. He's set up to be sold because he *thrives* on this lively, vital editorial diet. ■ To see why more and more advertisers get results from this receptive, responsive audience, write for factual booklet DN-1 that describes the profitable "sales climate" of DESIGN NEWS!

Write: DESIGN NEWS, 3375 South Bannock, Englewood, Colorado

*THE
magazine
of
usable
design ideas*
Design News

BPA

Rogers Publishing Company

...where the BIG IDEA is improved communication of technical information

BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • DENVER • LOS ANGELES

FCC Aims to Force Packager, 3 Plug Planters to Testify

WASHINGTON, Jan. 31—Three plug merchants and a film packager who walked out on Federal Communications Commission program hearings in Los Angeles last October have been called back.

FCC has dismissed petitions from Taft B. Schreiber, vp of Music Corp. of America; and Dick Fishell, Mary Rothschild and Betty Langley, the three specialists in planting plugs on tv. They sought to overturn an FCC hearing examiner's order requiring them to testify.

Last October, Mr. Schreiber refused to name the programs for which MCA has acted as packager or agent since Sept., 1958 (AA, Oct. 31, '60). He said he declined to answer because it would be revealing confidential information, and that he had not been given the right of counsel. Mr. Schreiber told the commission, however, that he would be willing to submit the information in confidence.

■ Chief Examiner James C. Cunningham, presiding at the hearings, asked FCC to order the witnesses to appear and testify. The commission has adopted his directions, which requires them to produce "documentary evidence" at a time and place set by Mr. Cunningham. If they should fail to appear, FCC said it would seek an order from the U.S. district court requiring their testimony.

The hearings were called to examine the relationships among film producers and packagers, networks, agencies and advertisers in the production of programs for tv.

Executives of 13 major tv film producers, the National Assn. of Broadcasters, the Alliance of Television Film Producers, talent guilds, talent agencies and free plug organizations testified. #

Judges, Deadline Set for Arthur Kudner Competition

The deadline for entries for the 1961 Arthur Kudner Award is March 15. Established two years ago, the award is given "for excellence in creative writing for institutional advertising." The prize, a bronze medal and $500, will be presented at the annual meeting of the American Assn. of Advertising Agencies, April 20-22. Entries should be mailed to the Committee on Improvement of Advertising Content, at the Four A's, 420 Lexington Ave., New York.

The award jury this year will be George Gribbin, president of Young & Rubicam; William Bernbach, president of Doyle Dane Bernbach Inc., and Leo Burnett, chairman of the board of Leo Burnett Co.

Robert Haas Adds Client

American Screen Products Co., Chatsworth, Ill., manufacturer of Homeshield and Har-Vey home and yard products, has appointed Robert Haas Advertising, Chicago, to handle its advertising and pr. Current plans call for using shelter magazines and trade journals for promotion of a new privacy panel for back yards and patios, screen enclosures and other products, beginning in March. Hollander & Weghorn, Oak Park, Ill., previously handled the account.

Three Join de Garmo

De Garmo Inc., New York, has named John Dobran copy chief, Roger Railton-Jones an account executive and Clyde Risley an art director. Mr. Dobran formerly was with Kenyon & Eckhardt; Mr. Railton-Jones was with Chester Gore & Co.; Mr. Risley was with Ellington & Co.

ALUMNI
HALL

Assumption College

THIS IS WORCESTER.....

the 2nd largest market in Massachusetts

The eight major colleges and universities in the Worcester area, with internationally representative student bodies, are meeting the mushrooming demands for higher education. Assumption College, with a completely new 97 acre campus, is outpacing the trend with an amazing variety of popular adult education programs.

Worcester Polytechnic Institute stands among the nation's outstanding engineering schools. Unique values of a small urban university are reflected in the overall excellence of Clark University's liberal arts courses and at the graduate level in such fields as psychology, geography, history and international relations. For 117 years the College of the Holy Cross has been dedicated to the liberal arts, the humanities and the sciences.

These educational facilities add to the prestige of Metropolitan Worcester County's position as the 2nd largest market in Massachusetts and assure a high quality audience for your advertising message. This important BILLION DOLLAR County* is one of the nation's "Top 50" markets — 43rd in spendable income and 48th in population.

**Source: Sales Management, 1960*

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

The Moloney,
Regan & Schmitt
representative
knows Worcester.

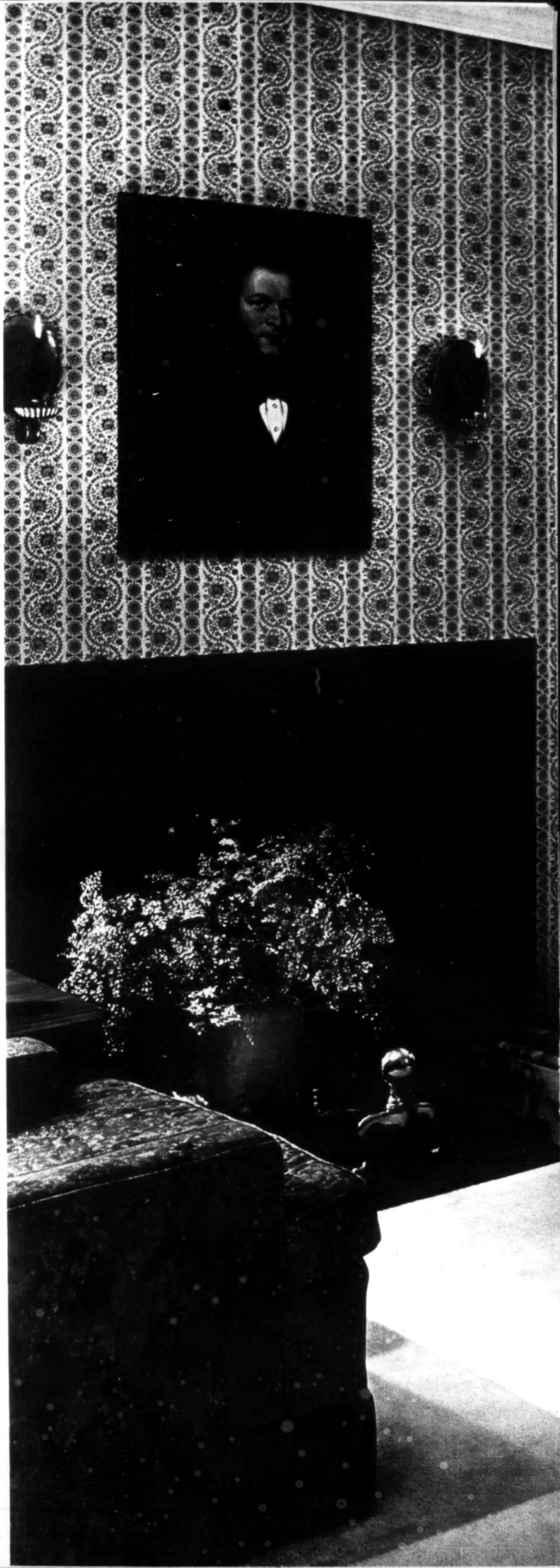
WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS



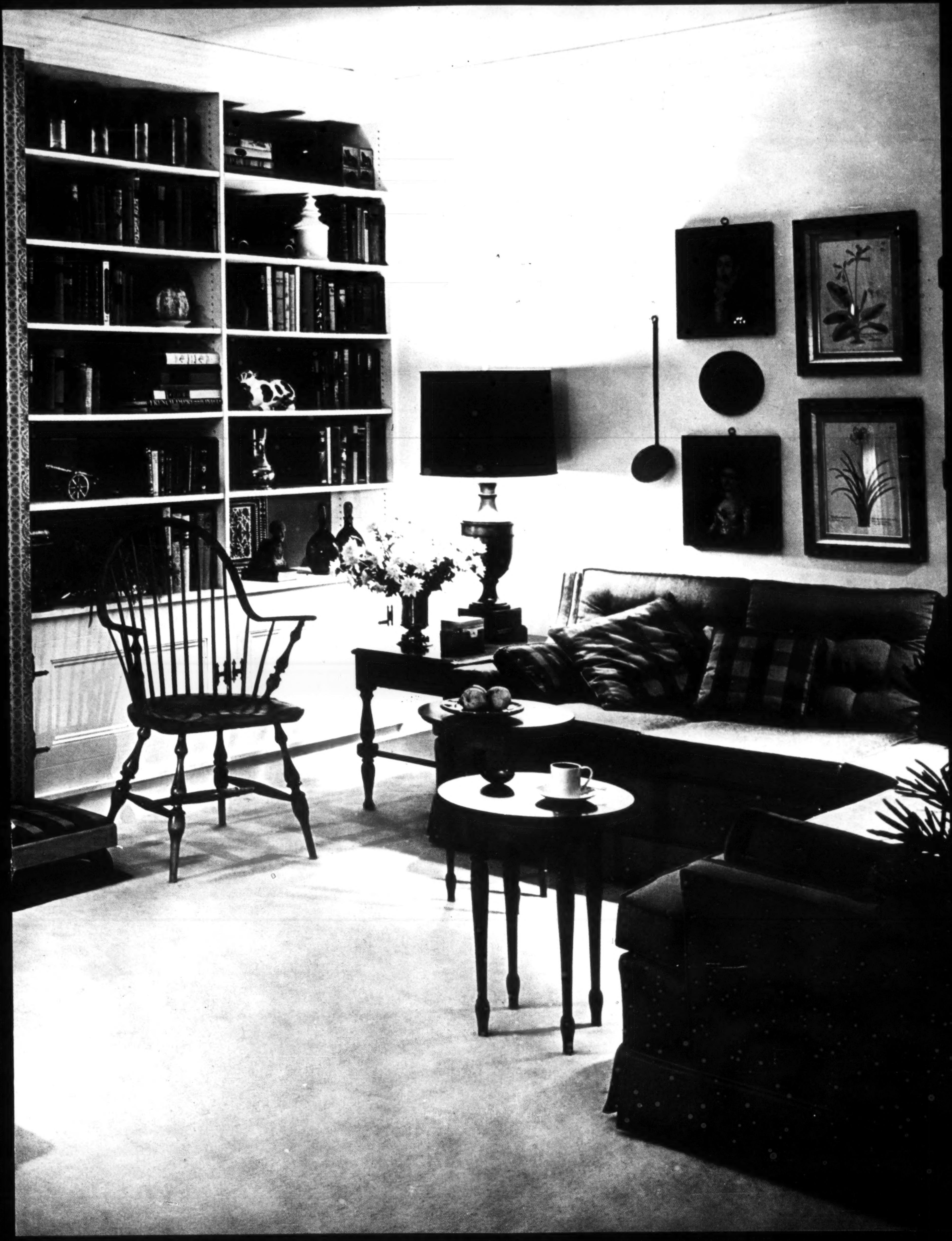
American Home devotes more pages to HOME FURNISHINGS AND APPLIANCES than any other mass magazine

And what pages they are! Colorful and imaginative, yet completely down to earth. Take this spread from a recent issue, for example. Here is a room that's designed to be looked at, loved . . . lived in! And almost everything but the ancestral portrait is available in hundreds of department and specialty stores across the United States. American Home's decorating ideas are practical and within the means of its 12,000,000 readers. No ivory-tower editing here.

The new American Home's editorial staff understands the here-and-now problems of today's young suburbanites. They should. They're bright, young suburbanites themselves. Their enthusiasm has set the pace for the biggest revolution in home service history. Newsstand sales show it! Ad orders prove it! Both are up, up, up. Get in on the upswing. Get into American Home!

AMERICAN HOME

THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES



Ads Build Long-Run Business Base; Sales Promotion Just Sells: Harnett

DETROIT, Jan. 31—The blending of promotions and advertising is getting stickier as profit margins narrow and the drive for growth continues. In this environment the man who stands for advertising may collide with the man who stands for promotion.

That's what Joel Harnett, assistant to the publisher of *Look*, told members of the Sales Promotion Executives Assn. here.

"I believe the promotion man of today is the natural heir to the great American growth tradition," said Mr. Harnett, who is national president of the association.

"The promotion man is not technique-oriented," Mr. Harnett said. "He does not advocate a one-way ticket to Paradise. He advocates whatever is best for a business at a given time.

■ Because promotions are often unprofitable, there are some misconceptions about them, Mr. Harnett indicated.

"Sales promotions are devices to draw attention, to get the product used, to force distribution," he said. "They are not techniques that build a logical platform for a long-run business.

"Very often the question arises as to what is the exact relationship between advertising and promotion. In some industries the promotion man is responsible for advertising. I, for example, am in charge of the advertising *Look* does, much of our direct mail, presentations of our sales staff, of research and of many of our sales meetings. My type of position is not unique," Mr. Harnett said.

■ "Advertising is essentially a communications process," continued Mr. Harnett. If the product is right, the price is right, through a persuasive sales appeal you will generate and stabilize large enough volume to do business profitably. But the course of business seldom runs smooth. As things get more competitive, as they are right now, there is a stronger demand for special tactics. These are often promotional in nature.

"Detroit's current interest in consumer rebates for its automobiles is a case in point," he said. "With its implications of a company's profits and losses—its break with tradition—this is clearly no ordinary theme. The total thinking that produced this idea is sales promotion. Execution of the idea was done by specialists. Sales promotion uses all the tools necessary to sell, but it's the idea that counts," according to Mr. Harnett.

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending
June 30, 1960,
113,228
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Reported Your Billings? Last Chance!

If you are head of an advertising agency and you haven't filled out and returned ADVERTISING AGE's annual Agency Billings Questionnaire, there's still time—if you hurry. You can still be included in ADVERTISING AGE's annual compilation of U. S. and Canadian agencies and their billings of last year, if you send in the questionnaire by final deadline, Monday, Feb. 13. If you have not received your questionnaire, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a copy.

Campbell Shifts Three; Sets Spaghetti Drive

Three changes in the marketing department of Campbell Soup Co. have been made. William G. Kay Jr., product advertising manager (frozen foods), has been named product marketing manager for Franco-American products, succeeding Richard L. Baird, who has been named assistant to the director-industrial engineering. Donald S. Sexton, formerly with Batten, Barton, Durstine & Osborn, has been appointed to succeed Mr. Kay. Robert L. Kress was named assistant to the vp-marketing, a new post. Messrs. Kay and Kress previously were with N. W. Ayer & Son before joining Campbell.

Campbell also said that during February and March, Franco-American will, for the first time, promote all four spaghetti products simultaneously with one consumer offer. In exchange for two labels, one each from two different kinds of Franco-American spaghetti products, consumers will receive free a pocket flashlight with built-in compass, emergency whistle and key chain. The offer will be advertised on the "Lassie Show." Leo Burnett Co., Chicago, is the agency.

U. S. Plywood to Run Wood Pieces in Magazine Ads

U.S. Plywood Corp., New York, has included pieces of real wood in a new page ad scheduled for two magazines—believed to be a first in advertising history. The ads, which contain a piece of Flexwood, a flexible natural wood wall covering, are running in the January issue of *Interior Design* and the February issue of *Architectural Forum*. Kenyon & Eckhardt, New York, is the agency.

Consoweld to Hoffman, York

Consoweld Corp., Wisconsin Rapids, Wis., manufacturer of laminated plastic surfacing, has appointed Hoffman, York, Paulson & Gerlach, Milwaukee, as its agency, effective immediately. Erwin, Wasey, Ruthrauff & Ryan, Chicago, resigned the account, billing about $150,000, last fall (AA, Nov. 28, '60).

Burpee Promotes Stedman

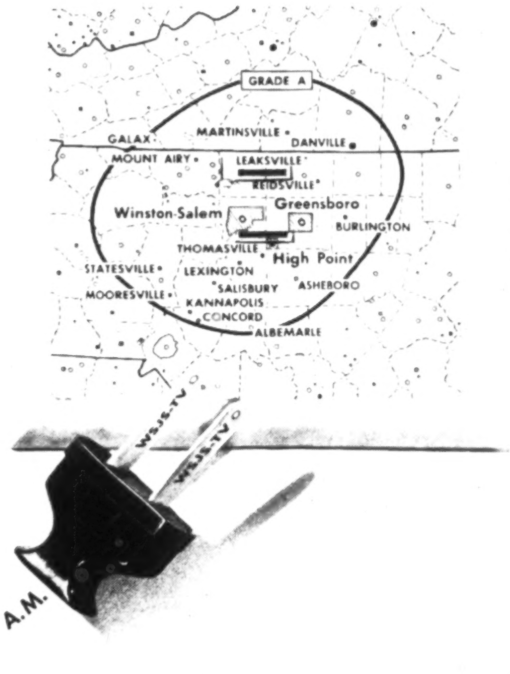
Kennett F. Stedman, since 1956 assistant advertising manager, has been promoted to advertising manager of W. Atlee Burpee Co., Philadelphia, seed company. He succeeds Joseph F. Simpson, who has retired.

P.M. 12:30 P.M. 8:00 P.M. 8:15 P.M. 8:30 P.M. 9:00 P.M. 9:30 P.M. 9:15 P.M. 9:30 P.M. 9:45 P.M. 10:00 P.M 10:15 P.M. 10:30 P.M. 11:00 P.M. 12:00 A.M. 12:15 A.M. 12:30 A.M. 8:00 A.M. 8:30 A.M. 8:45 A.M. 9:00 A.M. 9:30 A.M. 10:00 A.M.

Spend your time more profitably
in North Carolina

where WSJS television
gives you grade A
coverage of more homes than
any other station

WSJS
television
Winston-Salem / Greensboro
NBC CHANNEL 12
MST



PETERS, GRIFFIN, WOODWARD—REPS.

CHURCHES · SCHOOLS · INSTITUTIONS ·
CHURCHES · SCHOOLS · INSTITUTIONS

THE PROTESTANT RELIGIOUS MARKET

Comprehensively covered by
CHRISTIANITY TODAY
and offering you:

1. The best church coverage—180,000 ministers and lay leaders—all primary buying factors. . . . .

2. The best readership—research indicates 81%—far beyond competition. . . . .

3. The best educational and institutional coverage—reaching both the executives and board members individually. . . . .

4. The best climate—you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . . .

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on
CHRISTIANITY TODAY
Washington Building, Washington 5, D.C. DEPT. A

PRESTIGE

FOR YOUR PRODUCT WHEN BUYING DECISIONS ARE MADE

AGRICULTURAL CHEMICALS
AS ADVERTISED IN PRAIRIE FARMER
APPLICATION INSTRUCTIONS
WEED KILLER

ADVERTISE IT IN **PRAIRIE FARMER**®

SURVEY PRAIRIE FARMER PROVED ILLINOIS-INDIANA FARMERS 1ST PREFERENCE

Amazing Preference At Every Influence Level Proves Prairie Farmer the Dominating Agricultural Selling Force in Indiana and Illinois

In a welter of conflicting claims, the true influence picture in agricultural media is sometimes hard to pinpoint. Many advertisers find out for themselves by surveying customers and dealers.

The results are always the same.

Indiana and Illinois farmers name Prairie Farmer their leading choice among farm publications by 2 to 1 over the next highest.

Farm implement, feed, farm supply, home appliance, petroleum —dealers of all types—prefer to see the products they sell advertised in Prairie Farmer as high as 8 to 1 over the next publication.

Polls of county agents tell the same story.

Prestige for your product is built fastest by using this publication which enjoys such remarkable prestige. This preference—plus unmatched market penetration—makes Prairie Farmer a must on your advertising schedules.

In 1960, Prairie Farmer ranked 3rd among all farm publications in commercial advertising lineage—topped everything circulating in Indiana and Illinois.

PRAIRIE FARMER

1230 West Washington Blvd., Chicago 7, Illinois

Member of **MIDWEST FARM PAPER UNIT,** 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

ABC-TV's 2 Nielsen worth a 2 minute investing 2 million network television

Already the facts of 1961 are crystal clear. The competitive markets where the viewer can choose all three networks give each network the acid test, and here, ABC-TV emerges as the leader. What's more, the only brand new shows in the top five (My 3 Sons and The Flintstones) are on ABC-TV. The chart on the right clearly indicates that the big trend is to ABC-TV, and as we keep on saying . . . there is nothing harder to stop than a trend.

rating point lead is study by any advertiser or more dollars in

What network is first in the current Nielsen TV Report* for 1961? *(And it's consistently so.)*

	Rating	3 Network Share of Audience
ABC-TV	**21.3**	**37.2**
Net Y	19.2	33.6
Net Z	16.7	29.2

What network has the most half-hour firsts in the current Nielsen TV Report* for 1961? *(Your chances for success are best on ABC-TV; third only 12% of the time, Network Y, third 32% of the time; Network Z, third most of the time.)*

	Half-hour Firsts†	Half-hour Seconds	Half-hour Thirds
ABC-TV	**23**	**22**	**6**
Net Y	21	12	18
Net Z	8	16	27

What network has 3 of the top 5 programs in the current Nielsen TV Report* for 1961? *(ABC-TV is the trend-setter—not follower.)*

ABC-TV	**The Untouchables**	**37.9**
Net Y	Gunsmoke	34.5
Net Y	Candid Camera	33.8
ABC-TV	**My Three Sons**	**32.9**
ABC-TV	**The Flintstones**	**30.7**

*Source: Nielsen 24 Market TV Report week ending Jan. 15, 1961. Average Audience 7:30-11 PM Monday through Saturday, 6:30-11 PM Sunday. †ABC-TV and Network Y tied for one-half hour.

Kennedy Adds Ecco-Fonic

Ecco-Fonic, Los Angeles, has named Kennedy, Walker & Cox, Beverly Hills, to handle national advertising and pr for its portable echo chamber. The 1961 budget, reported to be in excess of $100,000, will be used to promote the product's various models in trade and consumer magazines and through direct mail. In addition to the account, the agency has been given exclusive rights in the agency field to use Ecco-Fonic for special effects in radio and tv commercial production.

it's HOT!

THE YEAR-ROUND MAILING PIECE THAT NEVER FAILS!!! ANNOUNCE NEW PRODUCTS, STORE OPENINGS, SPECIAL EVENTS, PRICES, INVITATIONS... ANYTIME YOU WANT RESULTS. FREE SAMPLE!

MARVIC ADV. CORP.
861 MANHATTAN AVE BROOKLYN 22, N. Y.

Progressive Marketing Opens

A new ad and marketing company, Progressive Marketing Inc., will open Feb. 15 at 72 Broad St., Boston, with Gordon F. Hawes, formerly ad manager of H. A. Johnson Co., Boston and Mount Vernon, N.Y., as general manager. The agency reports Boston Printing Co. as one of its first clients.

Beech Aircraft Boosts Yarnell

R. James Yarnell, former supervisor of photography in the pr department of Beech Aircraft Corp., Wichita, has been promoted to manager—advertising.

Three New Diet Products Enter Widening Market

CHICAGO, Feb. 1—Three more dietary milk products soon will pour into the expanding weight control field.

Subtract, General Mills' newest entry in the field, will be introduced early in February with ads in 92 daily newspapers on the Atlantic seaboard and 39 on the West Coast. To be marketed in grocery stores, the product is a measured calorie food product which, when mixed with a glass of water, can be substituted for one, two or three meals a day, General Mills suggests.

Subtract comes in foil packets each containing the amount for one service. One packet provides 225 calories; four packets, 900 calories. It will be available in chocolate and vanilla flavors and will be sold in two sizes—a one-day supply of four packets and a three-day supply of 12 packets.

■ The introductory ad is three columns full length. *(see picture on Page 38)*. Knox Reeves is the agency. Earlier General Mills introduced Route 900, a fresh milk dairy producted marketed by dairies (AA, Dec. 5).

the one shampoo that's really two
NEW TANDEM
TANDEM

NEW—*Tandem, a new two-part shampoo made by Bristol-Myers Co. is being tested in western editions of the February Ladies' Home Journal. Young & Rubicam is the agency.*

Pet Milk Co. has developed two new products, Sego Liquid Diet Food and Pet Diet Food 900. Sego, which is packed in cans and does not require refrigeration, will be introduced in selected test markets within the next four to six weeks. Pet Diet Food 900, a fresh dairy product produced by the company's dairy division, went into test markets this week.

Sego will be marketed in 10 oz. cans, each providing a meal substitute containing 225 calories. Pet Diet is being marketed in quart milk cartons, containing 900 calories.

In addition, Swift & Co. said it is in the planning stage for a similar product, but would not release details.

■ In Chicago, Bowman Dairy Co. launched a drive, postponed since November, for its Bow-Cal 900 calorie food Feb. 1 *(see picture on Page 22)*. Page ads will run weekly in the *Chicago Daily News* and the *Chicago Tribune* through Lent, supported by ads in *Chicago Medicine, New World* and tv spots. North Advertising is the Bow-Cal agency.

A ruling of the Chicago Board of Health Jan. 18, which approved the sale of a flavored dietary milk providing 900 calories, effective Feb. 1, will put into the Chicago market at least six brands (AA, Dec. 12). In Chicago, the product must carry a label reading: "Use as a complete diet only under the direction and supervision of your physician." About 40 members of the Associated Milk Dealers here had been waiting for the okay since November.

Several large dairy companies here, including Bowman, Sidney Wanzer & Sons and Dean Milk Co. each will market their own brand, and Hawthorne Mellody Farms Dairy will market Plan, a product of Plan Food & Research Co. (AA, Dec. 19). These products have been available in Chicago suburbs since the end of the year. About 30 Chicago dairies will distribute Brook Hill 900, a fresh milk product of Brook Hill Farms, Chicago dairy which deals in specialty milk products. #

'Hot Rod' Boosts Naef

Dale Naef, formerly assistant advertising manager of *Hot Rod*, has been promoted to advertising manager. He succeeds Tom Medley, who has been named advertising manager of the magazine's publisher, Petersen Publishing Co., Los Angeles.

Redmanson Corp. to Burnap

Redmanson Corp., York, Pa., has named David K. Burnap Advertising, Dayton, to handle all advertising and sales promotion. The company manufactures specialized air conditioning equipment and reusable polyethylene shipping containers.

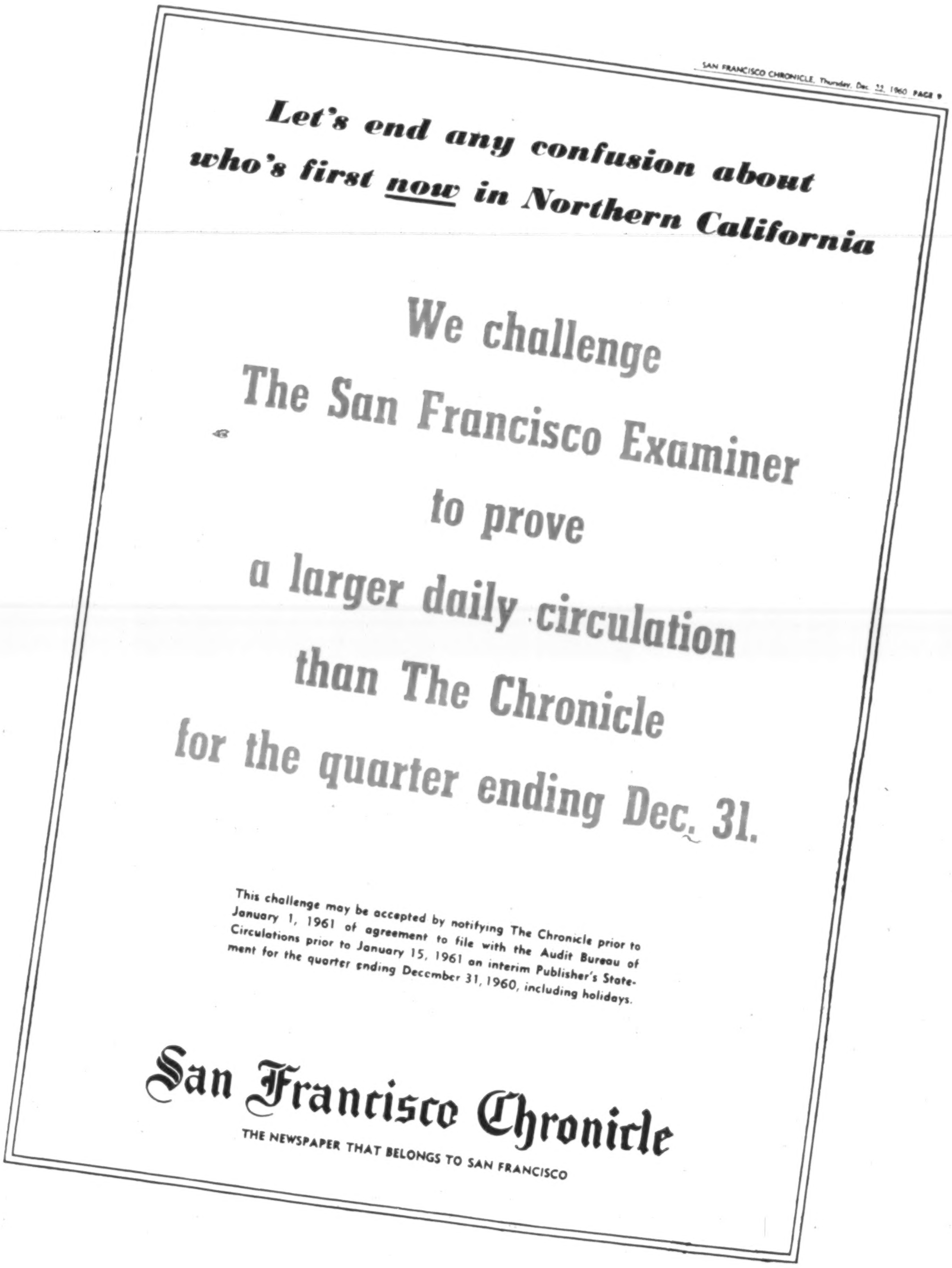
Think BIG
when you think of
PHOENIX

Jet service has come to this billion dollar market! 1960 "total traffic flow" statistics show high-flying Phoenix now rates 8th place nationally. Jet-pace progress shows up in population growth, too: Metropolitan Phoenix now ranks **29th** among U.S. cities—a big boost from 98th place in 1950.

Here's **big** buying power . . . a big rich market. Penetrate this BUYING POWER with the ONE low-cost medium that does the **big** job. Daily metropolitan coverage **91.6%**, plus a **63%** bonus state-wide coverage.

The Arizona REPUBLIC The Phoenix Gazette
Morning and Evening Combination

This challenge issued by The Chronicle on Thursday, December 22, 1960 was not accepted



SAN FRANCISCO CHRONICLE, Thursday, Dec. 22, 1960 PAGE 9

Let's end any confusion about who's first now in Northern California

We challenge
The San Francisco Examiner
to prove
a larger daily circulation
than The Chronicle
for the quarter ending Dec. 31.

This challenge may be accepted by notifying The Chronicle prior to January 1, 1961 of agreement to file with the Audit Bureau of Circulations prior to January 15, 1961 an interim Publisher's Statement for the quarter ending December 31, 1960, including holidays.

San Francisco Chronicle
THE NEWSPAPER THAT BELONGS TO SAN FRANCISCO

We invite you to draw your own conclusion

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S Dearborn St. • Chicago 5, Illinois

Pittsburgh Brewing Gives Entire Account to Ketchum

Pittsburgh Brewing Co. has awarded its entire account to Ketchum, MacLeod & Grove, Pittsburgh, effective April 1. KM&G has been in charge of the brewer's sponsorship of the Pittsburgh Pirates baseball games on radio and tv since 1957.

Smith, Taylor & Jenkins, Pittsburgh, formerly handled the rest of the account, and had been an agency for the brewer for the past 19 years.

Illinois Bell Offers Study Plan

Illinois Bell Telephone Co., Chicago, which will sponsor a special, "I See Chicago," on WBBM-TV Feb. 7, has sent promotional brochures on the program to schools in the Chicago area, along with a suggested study plan to tie in with material to be presented on the show. The special will present Chicago today, plus a narrated description of Abraham Lincoln's visits to the city.

Kemper Adds Glazer, 2 Clients

Commonwealth Engineering Co. and Midland Pharmaceutical Inc., both of Dayton, have appointed Don Kemper Co., Dayton, to handle their advertising. Kemper has appointed George Glazer public relations director. Mr. Glazer, formerly public relations director of Dairy Dan Inc., will head pr in the agency's New York office as well as coordinate Chicago and Dayton pr activities.

REWARD!
GOOD EATING
ALLAN'S

WESTERN FED — *Jack Allan, left, ad manager of James Allan & Sons, shows one of the company's new "western beef" ads to E. Floyd Forbes, head of Western States Meat Packers Assn.*

Allan Sets Beef Drive in Bay Area

SAN FRANCISCO, Jan. 31—James Allan & Sons, meat packer, has launched a major newspaper drive throughout the Bay area designed to help retailers sell more beef. Core of the campaign will be 1,000- and 1,500-line insertions, some in color, in every major newspaper in the area.

The ads will feature Allan's "western-fed" beef and other meats and will run throughout the year. John O'Rourke Advertising is the agency.

A rotating schedule of outdoor painted bulletins in San Francisco and on the peninsula has been set, via Foster & Kleiser. ≠

Maytag Launches '61 Push

Maytag Co. has kicked off its 1961 ad campaign with a page ad in a January issue of *Life*. Other magazines on the schedule include *Better Homes & Gardens*, *Ladies' Home Journal*, *Reader's Digest* and *Sunset Magazine*. Maytag also will use spot tv, business publications and co-op newspaper advertising with its dealers. Leo Burnett Co., Chicago, is the agency.

Armour Launches New Push

Armour Agricultural Chemical Co., Atlanta, has launched a new ad campaign for Vertagreen plant foods which features the theme, "Put spring in your lawn with Vertagreen." Media will include newspapers, magazines, spot tv and spot radio, business publications and farm papers. Liller, Neal, Battle & Lindsey, Atlanta, is the agency.

Amana Launches Chicago Push

The largest appliance ad ever to run in the *Chicago Sunday Tribune Magazine* is an Amana Inc. ad in the Feb. 5 issue. The ad is three full pages plus a column on a fourth page listing the names of more than 100 Chicago area Amana dealers. MacFarland, Aveyard & Co., Chicago, is the agency.

Heyne Heads Financial Admen

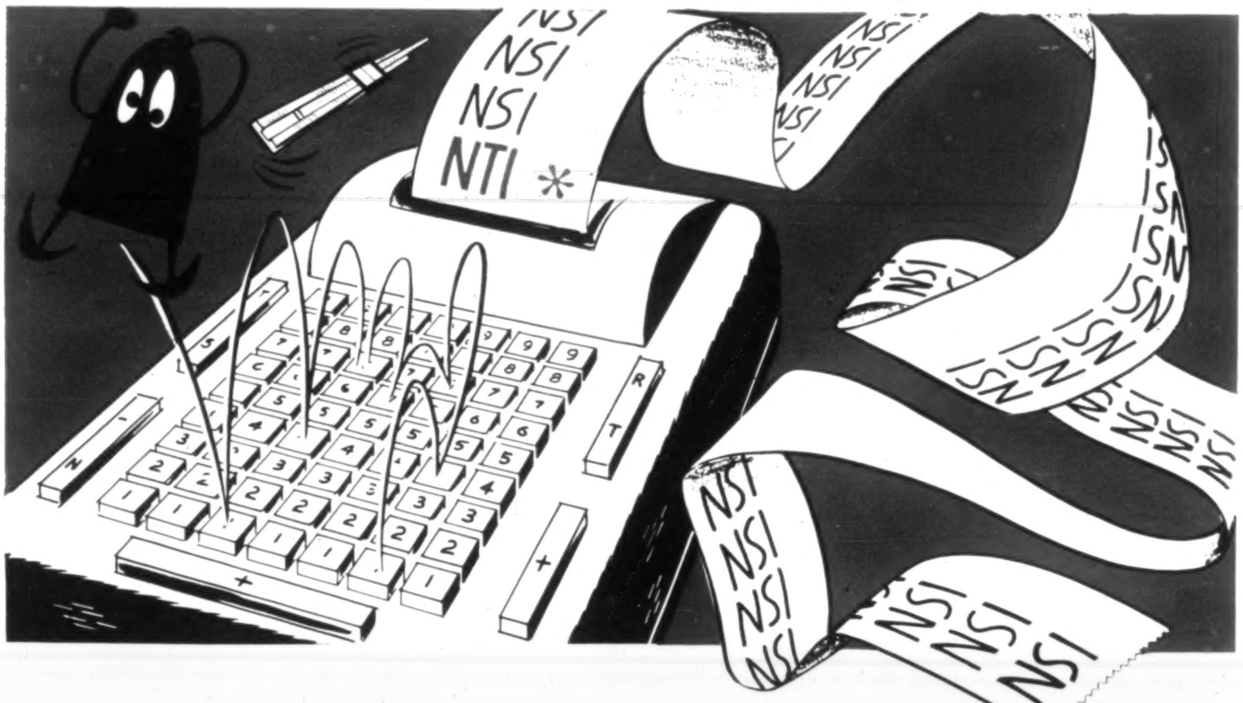
The New York Financial Advertisers Assn. has named George W. Heyne, vp of South Brooklyn Savings Bank, president for 1961. Charles O. Graf, New York *Daily News*, was named 1st vp, and Frank W. Hall, Albert Frank-Guenther Law, 2nd vp.

Ramsthal Names Lundberg

Ramsthal Advertising Agency, West Bend, Wis., has appointed Roy W. Lundberg director of creative and marketing services. Mr. Lundberg formerly was advertising manager of Milprint Inc., Milwaukee.

Cleworth Buys Plastics Book

Cleworth Publishing Co., Cos Cob, Conn., has acquired *Plastics Industry* from Vincent Edwards & Co., Boston. *Plastics Industry* will be combined with *Plastics World*, a Cleworth publication, which has a circulation of 33,000.



Nielsen Station Index "parts" add up to the accepted national "whole"

Network tv programs are measured--separately and independently--by two Nielsen services:

In national total, by Nielsen Television Index (NTI)
Station by station, by Nielsen Station Index (NSI)

The sum of the NSI "parts" equals the NTI "whole."

Proof of the compatibility of NSI with NTI is yours for the asking. Want a demonstration? In a few minutes you'll see why...

NSI *is the only validated source of station audience facts providing reliable information for broadcast advertising decisions*

Nielsen Station Index
a service of A. C. Nielsen Company
2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI and NTI are Registered Service Marks of A. C. Nielsen Company

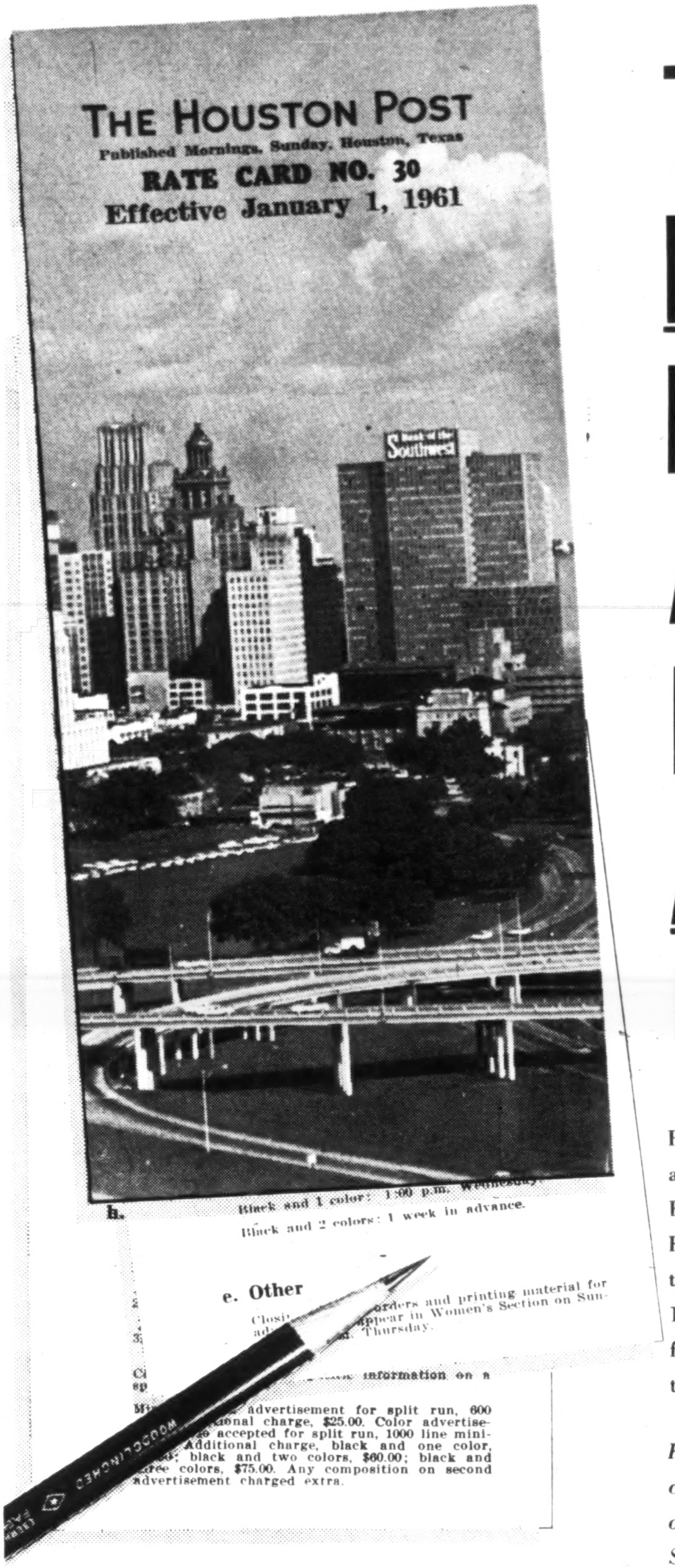
FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

1003



THE HOUSTON POST
Published Mornings, Sunday, Houston, Texas
RATE CARD NO. 30
Effective January 1, 1961

Black and 1 color: 1:00 p.m. Wednesday.
Black and 2 colors: 1 week in advance.

e. Other

orders and printing material for appear in Women's Section on Sunday. Thursday.

information on a

advertisement for split run, 600 onal charge, $25.00. Color advertise- accepted for split run, 1000 line mini- Additional charge, black and one color, ; black and two colors, $60.00; black and ree colors, $75.00. Any composition on second advertisement charged extra.

THE HOUSTON POST LOWERS COST FOR NATIONAL ADVERTISERS WITH NEW FREQUENCY AND BULK DISCOUNT PLAN

Here is a discount plan that will enable the national advertiser to save money by taking advantage of The Houston Post's new advertising discounts. Frequency rates offer discounts ranging from 1% to 20%; bulk rates offer discounts ranging from 1% to 14%. Naturally, the size of your ads and the frequency with which they are run can be varied to meet the sales needs of your advertising schedule.

For a look at our new rate card and complete details contact, The Houston Post, Houston 1, Texas, or our national representatives, Moloney, Regan and Schmitt, New York, Chicago, Boston, Detroit, Philadelphia, Miami, St. Louis, Dallas, Los Angeles, San Francisco.

THE HOUSTON POST

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by MOLONEY, REGAN & SCHMITT

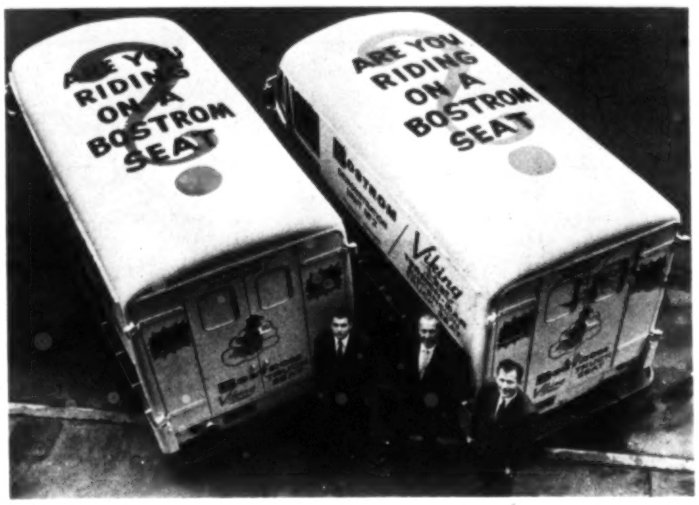
1961 TELEVISION MARKETS

"WE AGREE, SONNY... South Bend's A Good Buy!"

By using WSBT-TV, shrewd national advertisers are "mopping up" in the South Bend market. The facts speak for themselves . . . South Bend is a 15-county TV market with 915,000 people, and a buying income of $1.7 billion. South Bend Metro Area families have an average income of $7,553 . . . highest in Indiana! And no station covers this market like WSBT-TV. Top CBS programs and popular local shows earn WSBT-TV a consistent 45% share of this 3-station market. Get complete details from your Raymer man.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Ask Paul H. Raymer, National Representative


ARE YOU RIDING ON A BOSTROM SEAT
ARE YOU RIDING ON A BOSTROM SEAT
BOSTROM
Viking

Crowley Bostrom Slater

AIMING HIGH—*Bostrom Corp., Milwaukee, finds a new way to advertise its truck seats to drivers sitting in those cabs perched high above the engine in today's highway trailer trucks. Inside the Bostrom trucks are a standard and a Bostrom Viking truck seat, mounted on a vibration platform to demonstrate differences to truckers and owners. Salesmen Joe Crowley and Cliff Slater aid president Harold Bostrom with the touring demonstration. Buchen Co., Chicago, is the agency.*

GREYHOUND
PACKAGE EXPRESS

FILMS...RECORDS...PLATES

SHIPMENTS ARRIVE SAME DAY!

Don't miss deadlines! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. B9, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service . . . including rates and routes. We understand that our company assumes no cost or obligation.

NAME________________ TITLE________
COMPANY________________________
ADDRESS________________ PHONE
CITY____________ ZONE____ STATE________

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Haloid Xerox Shifts Copier Account to DDB

Model 914 Bills About $500,000; Hutchins Keeps $400,000 Share of Account

ROCHESTER, Jan. 31—Haloid Xerox—true to some hints it dropped last year—has moved advertising for its office copier out of Hutchins Advertising Co. here and into Doyle Dane Bernbach Inc., New York. The move is effective June 1.

Transfer of the $500,000 account —for Haloid's new 914 model copier—came as no surprise to the Hutchins agency, which has been steeling itself for the loss since September of last year.

At that time, William N. Hesketh, Haloid's manager of advertising and sales promotion, mailed out a batch of agency questionnaires, explaining that the account's rapid growth "might" mean that the Hutchins shop could not "fully satisfy our needs on all product lines."

Mr. Hesketh, however, implied that a move by Haloid Xerox from the Hutchins agency was far from immediate. The Hutchins agency, billing about $4,700,000 a year, had handled the Haloid business since 1942, when annual billings were estimated at $25,000 to $50,000.

■ In announcing its switch today, the company said Hutchins will continue as agency for its Xerographic equipment, photographic supplies, photocopy equipment and supplies and materials for the graphic arts. Billings on this portion of the account were estimated at about $400,000. ≠

Sylvania Boosts Spitzer

John Spitzer, formerly ad supervisor for the semiconductor division of Sylvania Electric Products, Woburn, Mass., has been named manager of advertising and sales promotion. He succeeds David B. Tolins, who has joined Fuller & Smith & Ross, Boston.

Monsanto Promotes Mack

George O. Mack, assistant manager of corporate advertising of Monsanto Chemical Co., St. Louis, has been promoted to manager of corporate advertising.

NEW! THE MARKET DEFINED IN TERMS OF THE MEDIUM

"Darling... I never knew!"
MINNESOTA
homemaker survey no. 13
NOW! DEFINES THE MARKET IN TERMS OF THE MEDIUM—
UPPER MIDWEST market
PROFILE OF THE MINNESOTA MALE
mr. minnesota no. 2
NOW—DEFINES THE MARKET IN TERMS OF THE MEDIUM

But now you do—and so can every advertiser interested in the big buying habits of men and women in Minnesota.

This year the *Minnesota Homemaker* and *Mr. Minnesota* surveys include an important new dimension: separate data classifications on the product use of regular readers of the Star and Tribune. In this way you gain new additional market insight—the market in terms of the advertising medium itself.

This means that you can now get fast answers to:

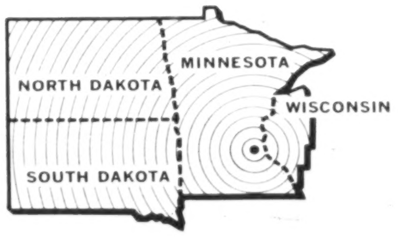
1. What products and brands do readers of the Minneapolis Star and Tribune have on hand and in use in their homes?
2. What proportion do these readers account for among all product and brand users?

Besides the answers to these questions, you still get customary data on *all* consumers in Hennepin County and the State of Minnesota:

97 home product and buying habit categories in the *Homemaker* showing buying trends over a 4-year span.

Another 48 items in *Mr. Minnesota* covering profile and buying habit information about the male market.

All the data are reliably grounded in incentive-free *home* interviews conducted by trained personnel.

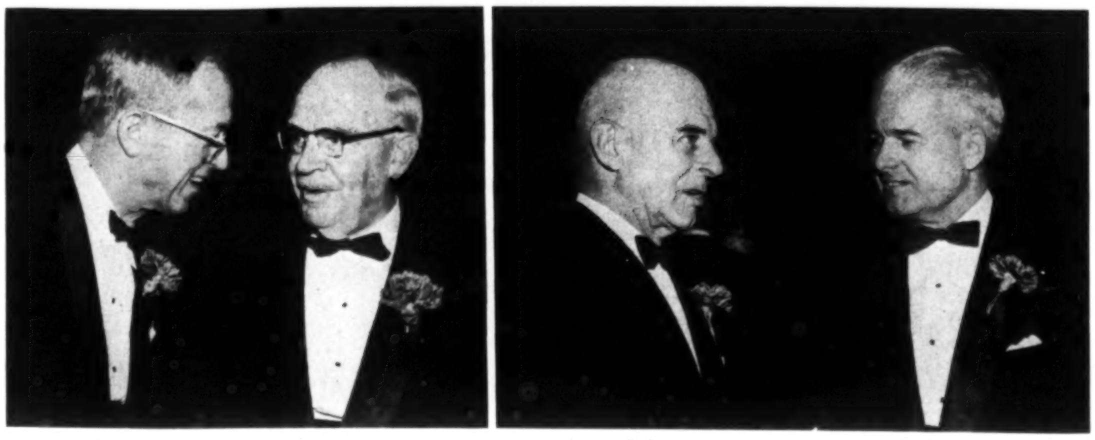

MINNESOTA
NORTH DAKOTA
WISCONSIN
SOUTH DAKOTA

Get your copy now. Address requests on your letterhead to:
W. A. Cordingley, National Advertising Manager, Room No. 104, Minneapolis Star and Tribune, Minneapolis 15, Minnesota.

Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY

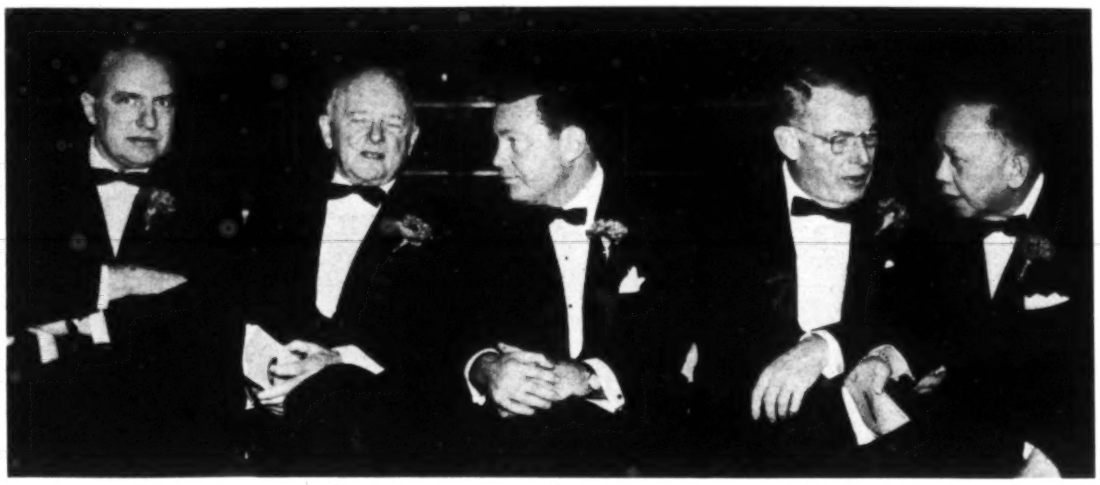
655,000 SUNDAY · 525,000 DAILY

Copyright 1961, Minneapolis Star and Tribune Co.



Beers **Hodges** **Doolittle** **De Young**

NBP DINNER—*At the NBP Silver Quill dinner were Henry S. Beers, president, Aetna Life Insurance Co.; Luther H. Hodges, Secretary of Commerce; Gen. James H. Doolittle, chairman, Space Technology Laboratory, Los Angeles, and 1959 Silver Quill recipient; Russell De Young, president, Goodyear Tire.*



Morgens **Byrd** **Mason** **Olson** **Romulo**

BREAK—*Relaxing at the NBP Silver Quill dinner were Howard J. Morgens, president, Procter & Gamble, Cincinnati; Sen. Harry F. Byrd, (D., Va.); Birny Mason Jr., president, Union Carbide Corp., New York; Raymond E. Olson, president, Taylor Instrument Companies, Rochester, N.Y.; and Carlos P. Romulo, ambassador of the Philippines. (Other pictures of the Silver Quill dinner are on Page 62.)*

Sell Quality, Hobbs Advises NADA Meeting

(Continued from Page 3)

overwhelming drive to upgrade themselves and their kids.

"America is on a great big beautiful binge," Mr. Hobbs continued. "We're spending more money on our active leisure—on being young —than we're spending on our atomic submarines and missiles and nuclear weapons and foreign aid. We're going to have fun in '61 if it kills us. Everybody's doing it. And it can't be done without a car!"

■ The big challenge in '61, Mr. Hobbs said, "is for new leadership, new ideas, new energy and thrust. It is not to go into this dynamic new age lugging along a lot of old rules and bad habits and nonsense.

"We've got to like people better than we do. We've got to look up to them—sell up to them," Mr. Hobbs went on. "Yes, they are harder to sell. Yes, they are harder to fool. Yes, they are easier to bore. No, we cannot yell at them. Or nag them. Or be dull or phony or dishonest. Or doubletalk them, or confuse them.

"You must give your customers what they want," Mr. Hobbs said, "and what they want is advertising that likes them and helps them and understands them and winks at them and tries hard to be their friend."

■ In another session, the nation's car dealers were told by Robert W. Sarnoff, chairman of the board of National Broadcasting Co., that "the greatest kinship between the automobile and broadcasting industries is their profound impact upon our whole way of life.

"Even in the age of the atom and the jet plane," Mr. Sarnoff asserted, "only radio and tv rival the automobile as personal instruments of technology that have done so much to transform man's relationship to the world around him."

The convention brought nearly 10,000 U. S. automobile dealers to five days of sessions at the Civic Auditorium, with subjects ranging from Mr. Hobbs' discussion of advertising to efforts to find the place for compact cars in the industry's over-all sales picture.

■ Pat Hyndman, vp and general manager of San Diego Auto Lease, an affiliate of Pearson Ford Co., predicted the compact car "will disappear from the scene shortly as [consumers] learn that the real cost of compacts is similar to that of standard size cars.

"Smaller cars," Mr. Hyndman predicted, "will get more elaborate and larger cars will get simpler. People already are asking for compact cars with automatic transmissions, larger engines and extra trim."

■ Walter Cooper, incoming president of the National Automobile Dealers' Assn., meeting here in its 44th annual convention, agrees with President Kennedy that there is a "recession under way."

"There is no question," Mr. Cooper said, "but that the nation's auto dealers are feeling this recession. Major producers have cut back on output because there is a glut of unsold cars.

"If we sell on the basis of half a million cars a month," Mr. Cooper declared, "we now have two months' supply of autos not sold and that's too much inventory in any business."

■ In other sessions, however, Lee A. Iacocca, Ford Motor Co. vp and general manager of the Ford division, predicted that new car sales in the last half of 1961 will "more than offset the drop during the first weeks of January.

"While some people are holding their hands on their pocketbooks," Mr. Iacocca said, "these same pocketbooks are loaded and there is more spendable income around than ever before in our history."

Since Jan. 1, Mr. Iacocca said, the average daily sale rate of new cars has dropped 20% below the 22,000 daily average sale record of the 1960 production and sales year.

■ Mr. Iacocca added that normal replacement needs should result in sale of at least 5,500,000 cars this year and that "there is no longer just one right size of car for a market as diverse as ours.

"America's auto buyers," Mr. Iacocca continued, "have different requirements, different needs, different wants which call for wide variations in price, economy, size, performance, comfort and appearance.

"At the Ford division," he said, "we see no reason to change our policy and in fact market requirements may dictate additional vehicles of even different sizes, shapes and performance characteristics."

Ben D. Mills, vp and general manager of Ford's Lincoln-Mercury division, asserted that a large percentage of new car buyers are "losing their brand loyalty, with some 60% of new car purchasers deserting the brand they had previously purchased, as against a former 40% of desertion."

■ Jess M. Johns, of Eisaman, Johns & Laws Advertising, Hollywood, described for the nation's auto dealers how the NBC and their National Automobile Dealers' Assn. are "cooperating in a joint program to serve the American people and improve the image of the auto dealer."

It was Mr. Johns' agency which arranged the cooperative venture under which the NBC radio network will carry ten spot announcements on safety each week-end on "Monitor."

"These spots," Mr. Johns said, "will be designed to reduce the toll of traffic accidents by making people more safety conscious and to identify NADA members with the problem of traffic safety."

■ In other sessions, Arthur H. Motley, publisher of *Parade* and president of the U.S. Chamber of Commerce, predicted that "1961 is going to be a good year for somebody."

He added, however, that the "business climate will not depend on the factory, the product, the prize or the size of the models alone. The most important single ingredient is you, and you must play a big role in insuring that kind of a business climate which is conducive to new sales.

"Don't be a second class citizen," Mr. Motley urged, "don't let George do it. Don't take a check-book-citizen approach or a look the other way attitude toward local politics, but go out and create the proper climate."

■ Engineering and mechanical features, rather than styling, will receive more attention in automotive advertising in future years, according to Byron J. Nichols, general manager of Dodge.

"The modern automobile salesman and the persons preparing advertising material have to study their product very thoroughly to stay ahead of the knowledgeable new car buyers," Mr. Nichols said.

Pursuing its automotive marketing theme, "Sell steel, it sells for you," U.S. Steel will make available to auto dealers a pocket reference folder outlining the principal jobs steel is doing in modern cars. The company also will give car dealers a sales kit which can be used to capitalize on a national ad push aimed at helping to sell cars.

Pointing out that American cars contain more than 160 grades of steel, the folder lists briefly how steel is used to help manufacturers produce cars that are more durable, more reliable, better looking and better performing than ever before.

■ Thomas E. Costello, president of Costello-Kunze, Ford-Falcon dealership at Jennings, Mo., urged his fellow dealers to "refuse to gimmick up your advertising. In all of your advertising and promotion, sell your product and your company. This is sufficient."

In the course of the convention, dealers learned that California is still a lively market for cars. With 8% of the total population, California has nearly 11% of the nation's total cars; it had 10% of total auto sales in the U. S. in 1960 and 11% of the total yearly payroll of all U. S. new car dealers.

At a pre-convention breakfast sponsored by *The Saturday Evening Post*, advertising director Peter E. Schruth, a vp of the Curtis Publishing Co., presented the annual Benjamin Franklin Quality Automobile Dealer Award to John H. Lander, president of Lander Motors, Atlanta, Ga.

COMPACT CAR BUYERS SEEK MORE H.P.: GM

DETROIT, Jan. 31—Buyers of General Motors compact cars appear to be seeking more horsepower in the smaller autos these days.

Buick now has an optional V-8 engine on its Special, with a 10.25-1 ratio instead of 8.8-1, requiring premium instead of regular gasoline.

The Pontiac Tempest has a four-cylinder engine with 110 h.p., which can be increased to 155 h.p. with addition of some options. The more powerful engines have been requested, however, in only 5% of the Tempests sold so far, Pontiac said. #

Fairchild Runs 32-Page Ad Saluting Nine Industries

Fairchild Publications, New York, is running a 32-page ad this month presenting market data on the nine industries which it serves. The six-color ad is scheduled for the company's own publications during the week of Jan. 29. The supplement discusses each industry as a city, and shows how a Fairchild publication serves as that industry's "city" newspaper.

The ad also tells how Fairchild circulation has grown and ad revenue has multiplied since 1940. The company publishes three daily business papers, *Women's Wear Daily*, *Home Furnishings Daily*, *Daily News Record*; four weeklies, *Footwear News*, *Supermarket News*, *Electronic News*, *Metalworking News*, as well as the monthly *Men's Wear*. This year the company plans to launch a weekly newspaper for the drug and beauty aid market. Marsteller, Rickard, Gebhardt & Reed, New York, is the Fairchild agency.

Albert Woodley Elects 2; Adds 2

Albert Woodley Co., New York, has elected two vps: Maxwell J. Taub, research director, and Edward F. Gallagher, media director. Mr. Woodley has been named to handle advertising for Worcester Silver Co., New York, and for Elliott of London clocks.

Family Shelters to Allyson

Family Shelters, Pontiac, has appointed Allyson-Goode Associates, Detroit, to handle pr and advertising for its blast and fallout shelters. The company is a pioneer builder of nuclear civil defense shelters.

Ayer Names Peck to Creative Post; Gallagher to Philly

Frederick Peck

Frederick A. Peck has been named creative director of the Detroit office of N. W. Ayer & Son, in charge of developing advertising, sales promotion and merchandising materials on the Plymouth and Valiant accounts. Mr. Peck joined Ayer in July after nine years with Grant Advertising and MacManus, John & Adams.

Mr. Peck succeeds E. G. (Pat) Gallagher, who will return to Ayer's Philadelphia office as vp and managing director of the copy department.

Green Joins 'American Exporter'

James O. Green, formerly midwestern sales manager of *House Beautiful*, has been named regional manager of *American Exporter* and *Automotive World*. Working out of Cleveland, he will cover Ohio, eastern Michigan and Ontario, Canada. He succeeds Robert Murray, who has transferred as regional manager to *Industrial World*, *International Electronics* and *El Farmaceutico*. Mr. Murray succeeds Henry Berry, who has joined *Business Week*.

DDB Appoints Four to Staff

Doyle Dane Bernbach Inc., New York, has appointed Louis Stark, formerly a department manager with R. H. Macy Co., and Frank Kennan, formerly with Eversharp-Schick, marketing executives. Ed Vallanti, formerly copy chief of Maxon Inc., and Rudy Fiala, previously with Griswold-Eshleman Co., have joined DDB's copy staff.

WESTERN UNION
TELEGRAM
CLASS OF SERVICE
noxzema
MEDICATED
ANTISEPTIC

P BRA327 PD=BALTIMORE MD 7A EST=
R HAWKINS, PACE WHOLESALE=
NYK=
NOXZEMA INTRODUCING NEW MEDI D SKIN LOTION.
TREMENDOUS SALES POTENTIAL. LES AND
PRODUCT INFORMATION ACCOMPA HIS WIRE.
SELL IMMEDIATELY FOR JANUA LIVERY=
H WITT, NOXZEMA CHE .

How Noxzema launched a new skin lotion ...with a telegram and a sample

How do you handle a new product promotion to wholesalers?

You get it across big . . . dramatically . . . *everywhere at once.*

Noxzema needed a hot promotion idea which would do all that for its brand-new Noxzema® Skin Lotion. They came up with Western Union Telegram-Plus Service.

In a single day, 3,961 wholesalers from coast to coast got the big picture . . . *with a compelling wire, product sample, catalogue selling sheets, and a telephone desk reminder.* An entire market was readied by sundown!

It was a busy day for Western Union–and a successful one for Noxzema Skin Lotion.

How would you go about the imaginative use of Telegram-Plus? Simply give us your prospect list, your message, and your material. And your promotion's in business!

Like to hear more? Just fill in the coupon and send it to us by collect wire. Or write to us on your letterhead.

Western Union Special Services...for action!

TELEGRAM-PLUS • AD DISTRIBUTION SERVICE • SURVEY SERVICE • OPERATOR 25 • TELEGRAMS-FOR-PROMOTION

WESTERN UNION
TELEGRAM

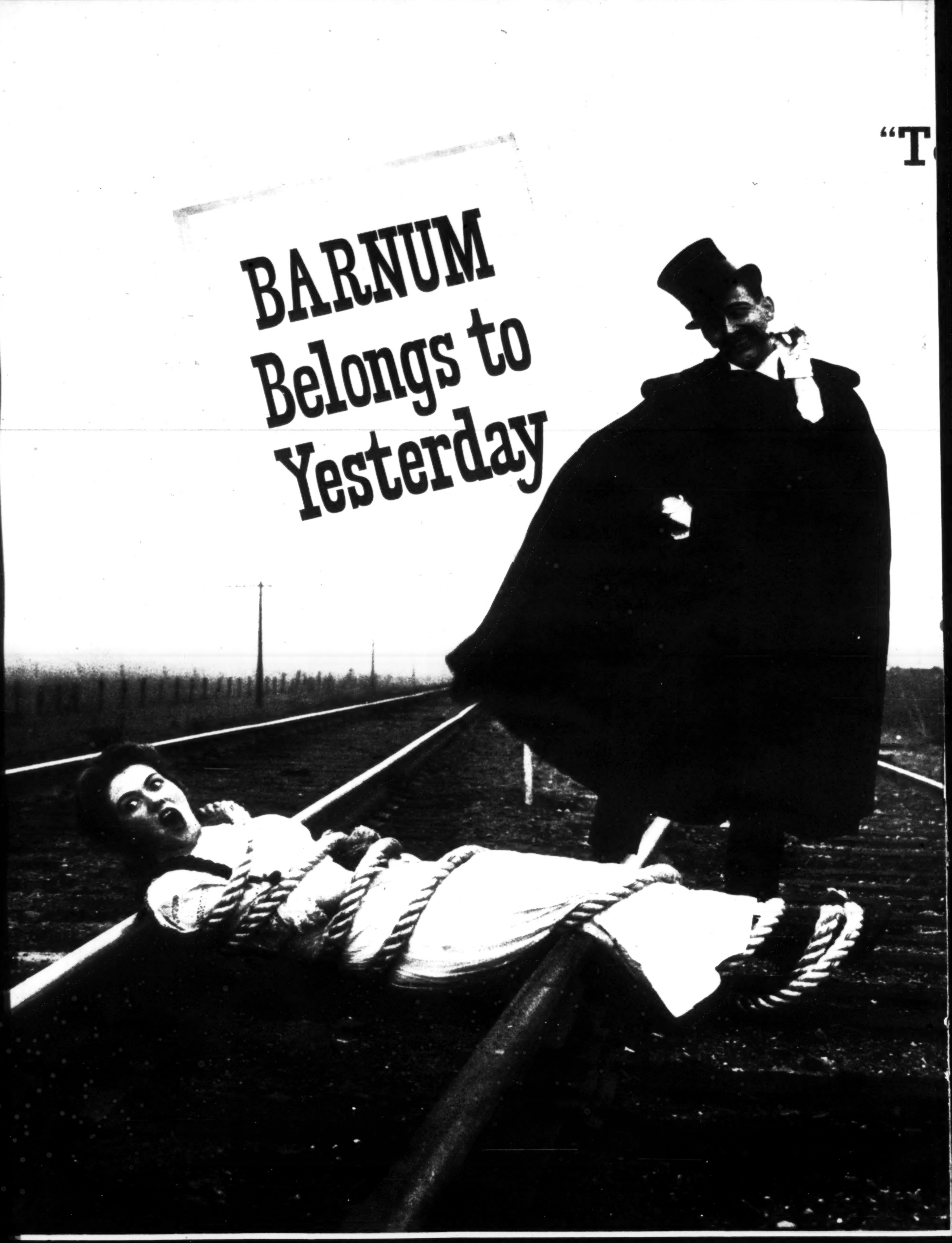
Special Services Division, Dept. A-1
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

COLLECT

Please send me more information, without obligation, on your Telegram-Plus Service.

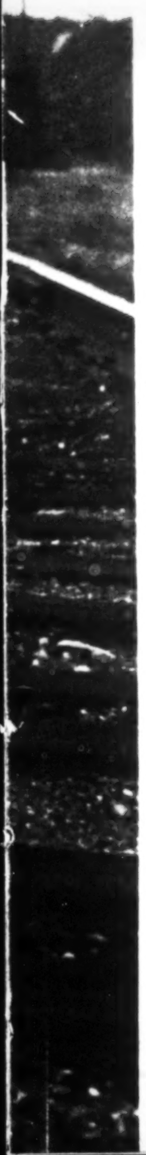
Name____________________
Company____________________Title____________________
Address____________________
City____________________State____________________

BARNUM Belongs to Yesterday



“T

oday, BELIEVABILITY is the most essential and potent force in advertising."



IT is true, the EXAMINER has the largest total circulation of any San Francisco newspaper. A fact important to advertisers. But to us (and, we think, to you) what is more important is the reason why more people read the EXAMINER.

Basically, the reason is INTEGRITY.

EXAMINER readers know that they can rely not only on the validity of its news reporting but on the depth of its coverage. Brightly and concisely written—tastefully edited it appeals to bright, busy, discriminating people.

Perhaps this is why more advertisers—Retail, National and Classified—find the EXAMINER the most profitable way to move merchandise in the San Francisco market.

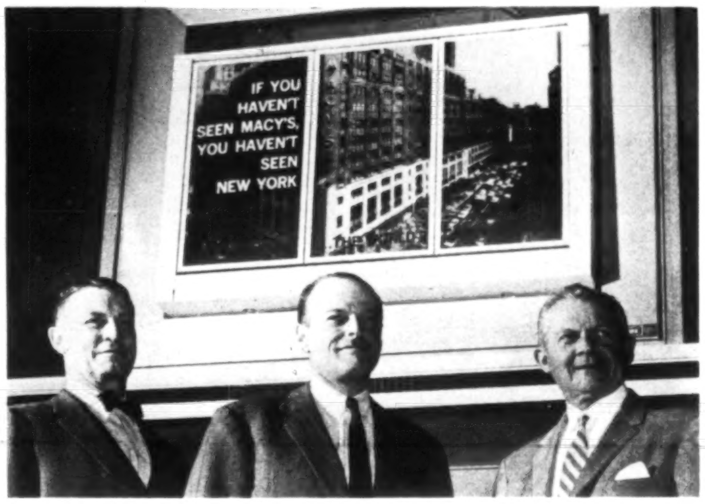
San Francisco BELIEVES in the

EXAMINER

Tells More—Says It Better!

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

PHOTO REVIEW OF THE WEEK

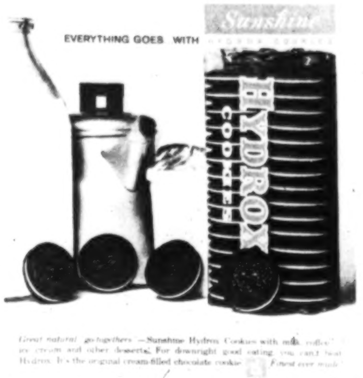

IF YOU HAVEN'T SEEN MACY'S, YOU HAVEN'T SEEN NEW YORK

Page Blum Carson

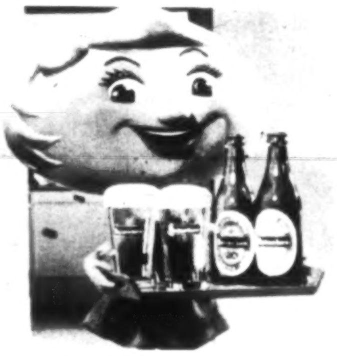
MULTILINGUAL—*"If you haven't seen Macy's, you haven't seen New York." This is the message in English, French and Spanish carried by a multilingual ad installed by Macy's, New York, at Idlewild Airport. Present at the installation were F. LeMoyne Page, president, Transportation Displays; John A. Blum, senior vp, advertising and sales promotion, Macy's; and Colonel Vincent A. Carson, manager, New York International Airport.*

Angerman McKay Clague

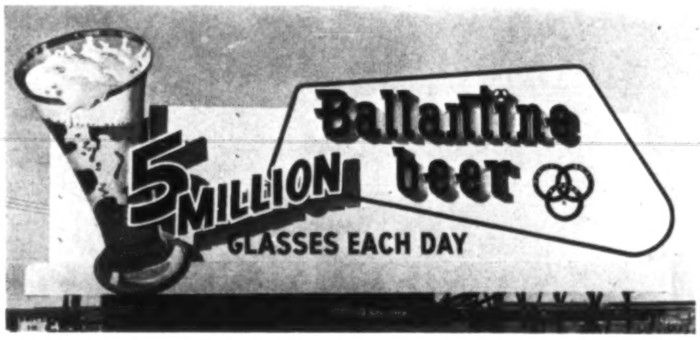
FOUNDERS—*V. D. Angerman and Stanley Clague were honored as founders of the Chicago Circulation Round Table at its 40th anniversary dinner presided over by Robert C. McKay, president of the group.*



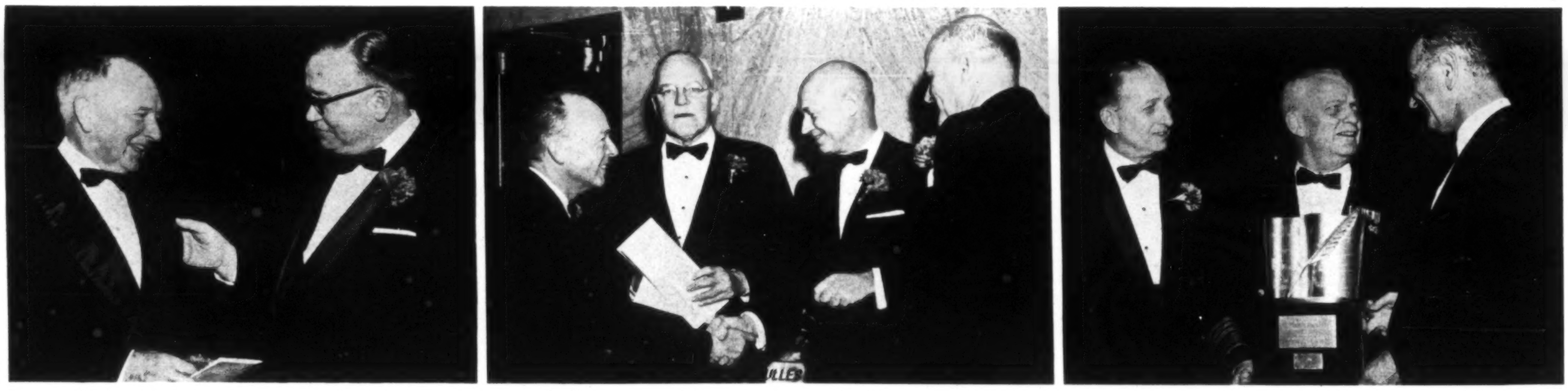
EVERYTHING GOES—*Sunshine Biscuits Inc., Long Island City, is promoting its Hydrox cookies as a snack in combination with milk, coffee and ice cream in magazines during February. Cunningham & Walsh, New York, is the agency.*



ALL IN DUTCH—*Van Munching & Co.'s all-Dutch tv commercials for Heineken's beer (AA, Jan. 23), feature animated puppets like this one. A still from the series.*

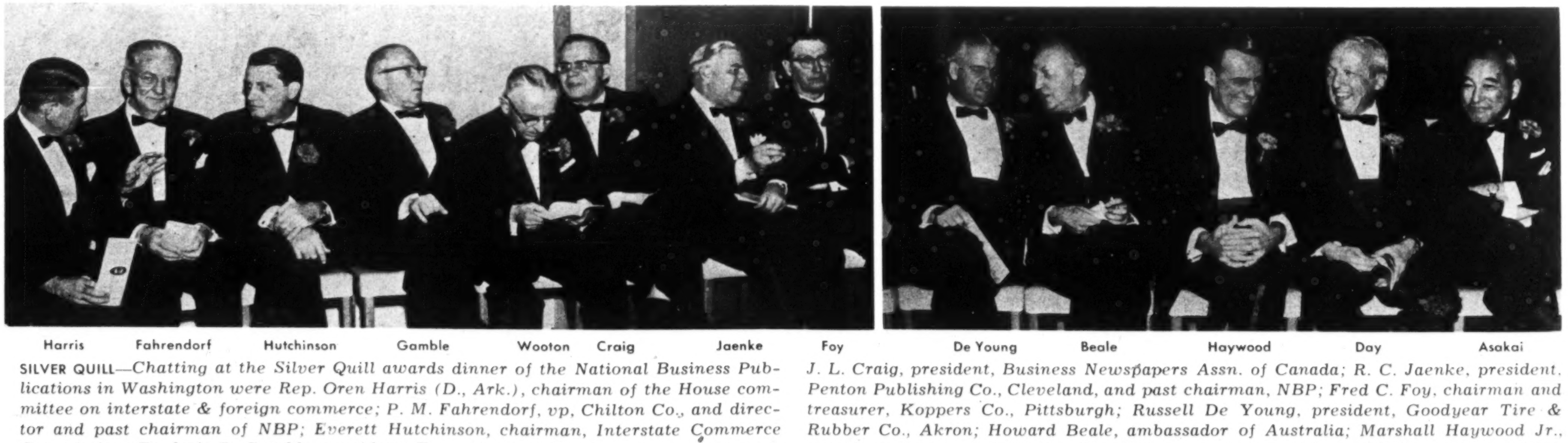


BIG DRINK—*A 22' glass of beer embellishes a new outdoor bulletin near Newark airport for P. Ballantine & Sons. The ad, which ties in with the brewery's current campaign theme, "5,000,000 glasses of Ballantine beer consumed each day," was designed by Ballantine's art department and displayed by United Advertising Corp., Newark.*



Byrd Harper Smith Dulles Harding Repplier Perrottet Burke Johnson

NBP DINNER—*Chatting at the Silver Quill dinner of the NBP were Harry F. Byrd (D., Va.), chairman, Senate committee on finance and 1957 Silver Quill award recipient; Robert C. Harper, president, NBP; Richard P. Smith, president, W. R. C. Smith Publishing Co., Atlanta, and past chairman, NBP; Allen W. Dulles, director, Central Intelligence Agency; Harry Harding, chairman of the board, American Assn. of Advertising Agencies; Theodore S. Repplier, president, Advertising Council; Louis J. Perrottet, chairman, NBP, and vp, Conover-Mast Publications, New York; Admiral Arleigh A. Burke, Chief of Naval Operations; and Vice-President Lyndon B. Johnson.*



Harris Fahrendorf Hutchinson Gamble Wooton Craig Jaenke Foy De Young Beale Haywood Day Asakai

SILVER QUILL—*Chatting at the Silver Quill awards dinner of the National Business Publications in Washington were Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate & foreign commerce; P. M. Fahrendorf, vp, Chilton Co., and director and past chairman of NBP; Everett Hutchinson, chairman, Interstate Commerce Commission; Frederic R. Gamble, president, Four A's; Paul Wooton, chairman, executive committee, Society of Business Magazine Editors and 1951 Silver Quill recipient; J. L. Craig, president, Business Newspapers Assn. of Canada; R. C. Jaenke, president, Penton Publishing Co., Cleveland, and past chairman, NBP; Fred C. Foy, chairman and treasurer, Koppers Co., Pittsburgh; Russell De Young, president, Goodyear Tire & Rubber Co., Akron; Howard Beale, ambassador of Australia; Marshall Haywood Jr., president, Haywood Publishing Co., Chicago, and vice-chairman, NBP; J. Edward Day, Postmaster General; and Koichiro Asakai, ambassador of Japan.*

Leadership in Action: Circulation Gains

In the past five years (1960 vs. 1955), Look gained more circulation than *any other major magazine*.

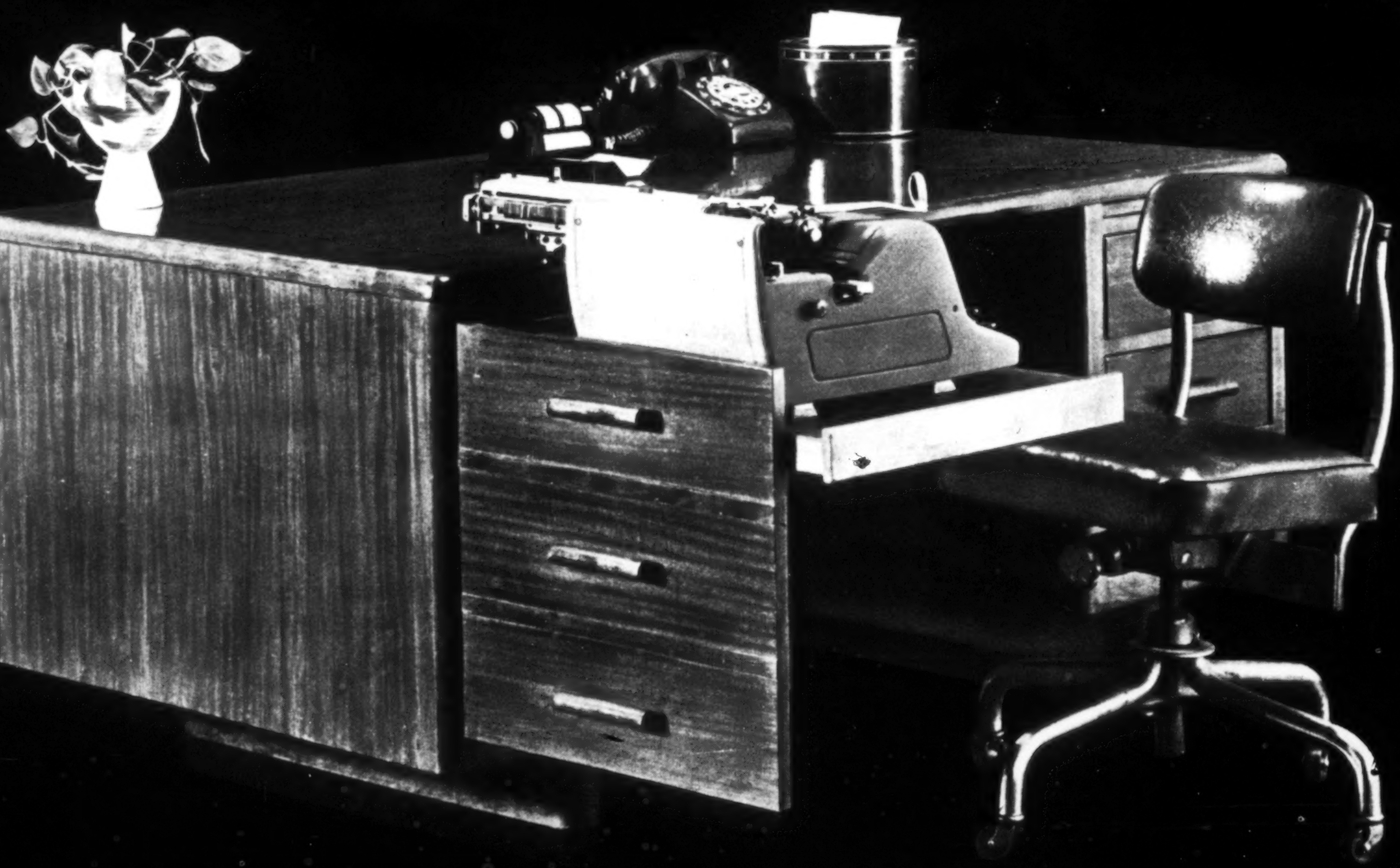
Now delivering over 6,500,000 copies per issue—a gain of 500,000 over January 1960 issues—Look has more than *tripled* its circulation since World War II. And Look is the *only* major magazine to have increased its circulation year after year, *every* year, in the postwar period.

More and more, readers and advertisers alike are responding to the vital force of Look's exciting story of people...are turning to Look for leadership.

LOOK

The Exciting Story of People—25th Year of Publication

Three Fifths of Chicago's Working Women are Absent



...from your audience when you use any single daily newspaper

Ask any seller of women's fashions or cosmetics. Chicago's working women are good spenders. They're good newspaper readers, too — more than 3 out of 4 read a newspaper yesterday. Yet your advertising *completely overlooks* from 60.9 to 78.9%*—over three fifths—of the working women when you use *just one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from 22 to 83 more *working women* readers per dollar than any other 2-paper combination.

"Chicago NOW"

*"Chicago NOW," the report on the first Chicago market study conducted in consultation with the Advertising Research Foundation, supplies these revealing figures — plus some important new ideas — about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today.

Based on 1000 line B/W ad

TOP TWO FOR THE MONEY

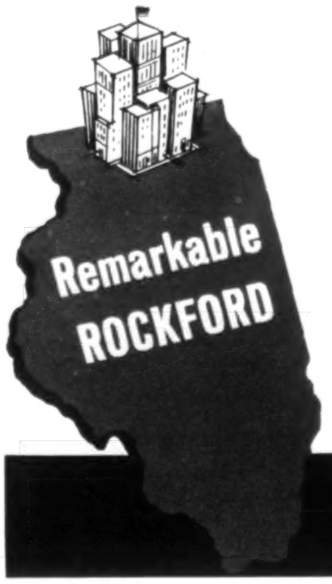
CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO: 401 Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

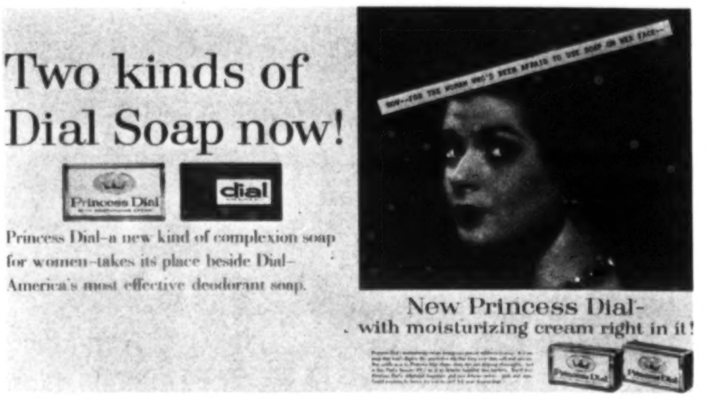
Copyright, 1961, Field Enterprises, Inc.



Growing *FASTEST* in Illinois
26TH *IN THE NATION*

Only 25 cities (with population of over 100,000) in the entire United States are growing faster than Remarkable Rockford! Seventeen of these are in California, Arizona, Texas and Florida, distinguishing *Rockford as the only city in the upper midwest* among the fastest growing . . . a good indication of the tremendous market you reach when you advertise in the . . .

ROCKFORD MORNING STAR & Register-Republic
Finest FULL COLOR Facilities


NOW—FOR THE WOMAN WHO'S BEEN AFRAID TO USE SOAP ON HER FACE—
Princess Dial
dial

Two kinds of Dial Soap now!

Princess Dial—a new kind of complexion soap for women—takes its place beside Dial—America's most effective deodorant soap.

New Princess Dial—with moisturizing cream right in it!

PRINCESS DIAL—*Armour & Co. will promote the introduction of Princess Dial in Chicago, Rockford and Peoria in February with full color spreads like this one in the magazine sections of newspapers in those cities. A spot tv campaign in those markets also will be used.*

Clemenger Agency to Move

John Clemenger Advertising, Sydney, Australia, will move May 30 to 47 York St., Sydney.

Armour Introduces Princess Dial in 3 Midwest Markets

CHICAGO, Jan. 31—Princess Dial soap will move out of test markets for the first time in February when it will be introduced in Chicago, Peoria and Rockford.

Advertising will break Feb. 19 with spreads in the local magazine supplements of the *Chicago Daily News*, *Chicago Sun-Times*, *Chicago Tribune* and the *Peoria Journal Star*. A spot tv schedule will begin the next day on stations in the three cities.

The theme of the campaign is, "For the woman who's been afraid to use soap on her face." Foote, Cone & Belding is the agency.

■ Starting Feb. 27, a free bar sample of Princess Dial plus a 5¢-off coupon will be mailed to 1,410,000 homes in the three markets. Point of sale materials will be provided to retailers.

Armour & Co., maker of Princess Dial, first test-marketed the product in Denver about two years ago. Later, Milwaukee, Louisville and Columbus, O., were added as test cities. The complexion soap with moisturizing cream comes in two colors—pink and aqua. #

C-M Promotes Four, Adds One

Peter Edmonds, Eugene Peterson and William Stanton have been elected vps of Campbell-Mithun, and Alden Grimes, a vp and account supervisor, has been elected to the agency's board of directors. The agency also has named Helene Burton, formerly with Batten, Barton, Durstine & Osborn, to its Minneapolis office as a copywriter.

Eldon Fox Joins Bendix

Eldon Fox, formerly vp and assistant manager of the Minneapolis office of Batten, Barton, Durstine & Osborn, has joined Bendix Corp., Detroit, as director of advertising and public relations. Before joining BBDO in August, 1959, Mr. Fox had been ad and sales promotion manager of the Edsel division of Ford Motor Co.

C. Schmidt's Sales Set Record

C. Schmidt & Sons, Philadelphia, set a new company sales record in 1960 when it sold 1,802,413 bbls. of beer. The total sales figure includes 162,110 bbls. sold by Valley Forge Brewing Co., Norristown, Pa., a wholly-owned Schmidt subsidiary. The previous sales record of 1,595,123 bbls. was set in 1955.

Diehl Names Anderson

James J. Anderson, formerly a vp in the Holtzer-Cabot division of National Pneumatic Co., has been appointed vp in charge of marketing of Diehl Mfg. Co., Somerville, N. J., manufacturer of motors, electronic components, hand tools and fans. The company is a subsidiary of Singer Mfg. Co.

an important message
for every advertiser
and ad agency:
THE MARKETING! REVOLUTION
OF THE 60'S IS HERE--
DISCOUNT
RETAILING!
...AND NOW A DYNAMIC
NEW MEDIUM BECOMES
AVAILABLE TO HELP YOU
TO SELL IT

DM
THE DISCOUNT MERCHANDISER
the true look of the discount industry
THE KORVETTE STORY: six years of statistics
to raise cash—sell stock
june 1961
BARGAIN CITY: growth through daring

THE DISCOUNT MERCHANDISER

■ JUST AS the super market appeared on the retailing scene a quarter of a century ago to spark a revolution in mass merchandising . . . today the discount house is spearheading another vital and important revolution in marketing.

■ TO FILL THE NEED for a professionally-edited trade publication to serve this field, the Super Market Publishing Company, which pioneered with *Super Market Merchandising* 25 years ago, now announces THE DISCOUNT MERCHANDISER.

■ A MAJOR OPPORTUNITY for manufacturers of all consumer goods with mass merchandising appeal has opened up in the discount field — now a $2.9 billion business and booming!

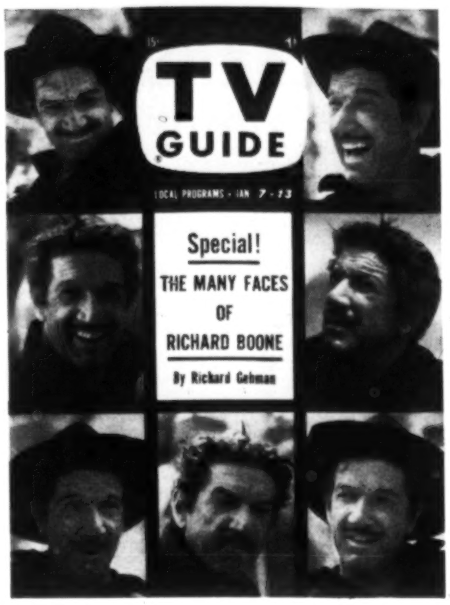
■ A VITAL EDITORIAL program created after months of intensive research . . . a circulation engineered to reach every key buyer, merchandiser, and operating executive in the field . . . make THE DISCOUNT MERCHANDISER *the* medium for selling this rapidly expanding field.

ASK US FOR ALL THE FACTS about the discount merchandising field and a preview dummy of THE DISCOUNT MERCHANDISER. You'll learn how important a factor in mass merchandising this area of retailing has become. Our prospectus features a comprehensive national study of what discount retailing means today.

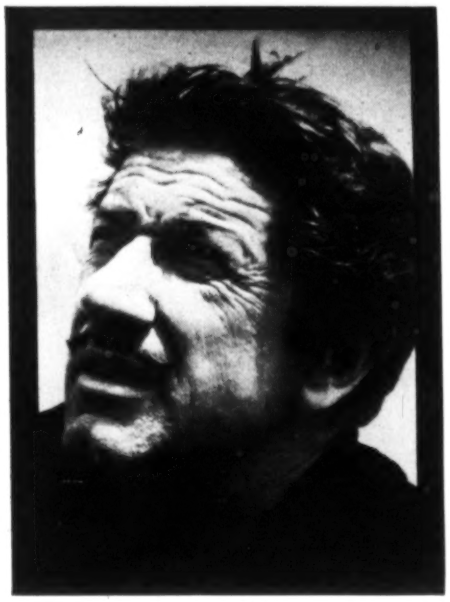
FIRST ISSUE: *May 15, 1961*
DEADLINE: *April 15, 1961*

DM
THE DISCOUNT MERCHANDISER
Super Market Publishing Co., publishers of *Super Market Merchandising . . . The Non-Food Buyers' Guide . . . Super Market Merchandising Weekly News Digest.*
M. M. Zimmerman, *President* **Richard G. Zimmerman, *Publisher***
Curtis J. Harrison, *Director of Advertising Sales*
67 West 44th Street, New York 36, N. Y. **MUrray Hill 2-2180**
SPOKESMAN FOR THE DYNAMIC RETAILING REVOLUTION OF THE 60'S

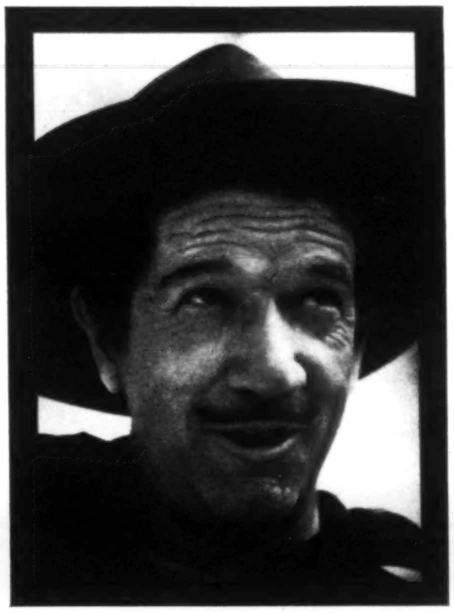
PORTRAIT OF A BEST SELLER


15¢
TV GUIDE
LOCAL PROGRAMS · JAN 7-13
Special!
THE MANY FACES OF RICHARD BOONE
By Richard Gehman

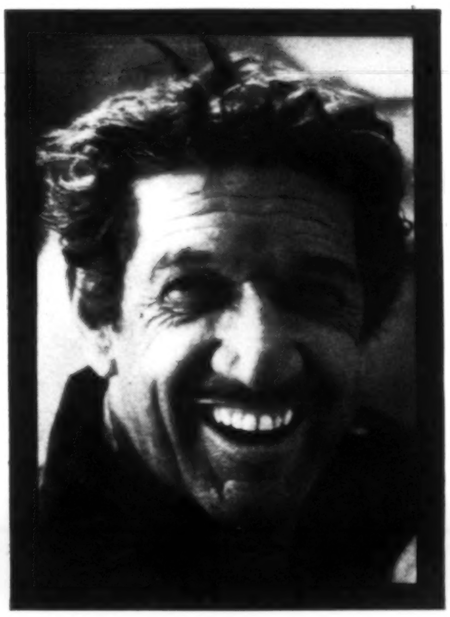
TV GUIDE's first issue of 1961 barreled Mr. Boone into 7,711,747 homes...



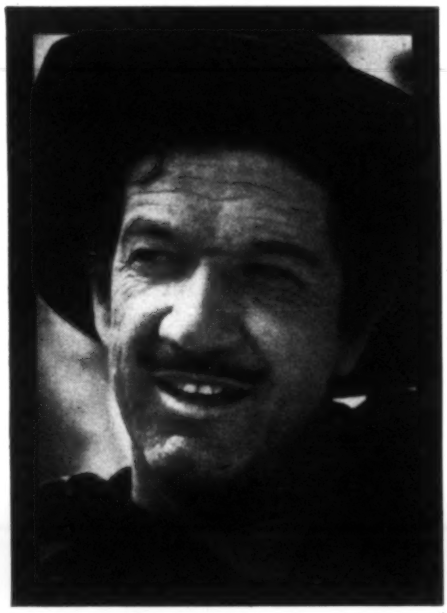
Blowing up the old weekly magazine circulation record



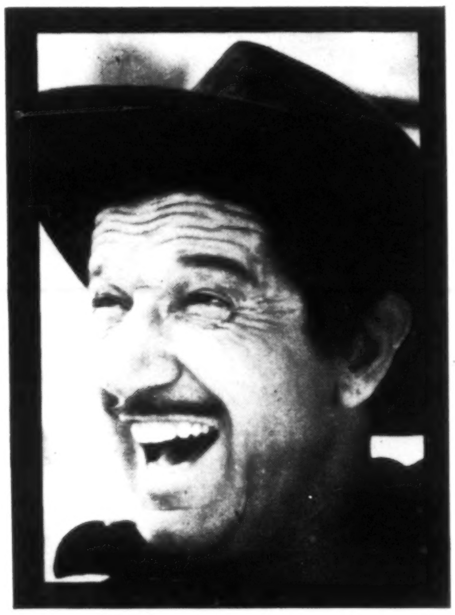
Which was set the week before by TV GUIDE.



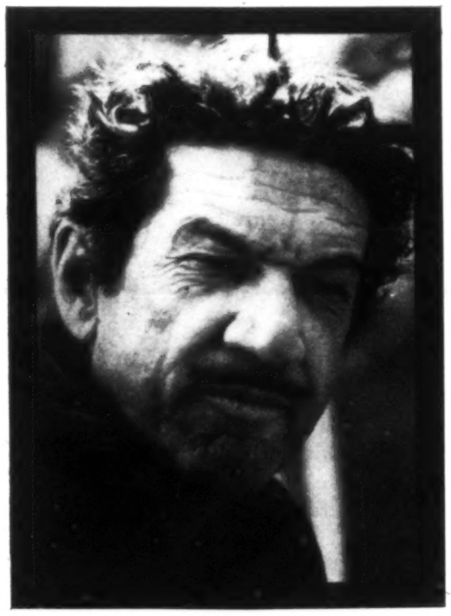
A vitality that gives TV GUIDE a massive lead over the next largest weekly.



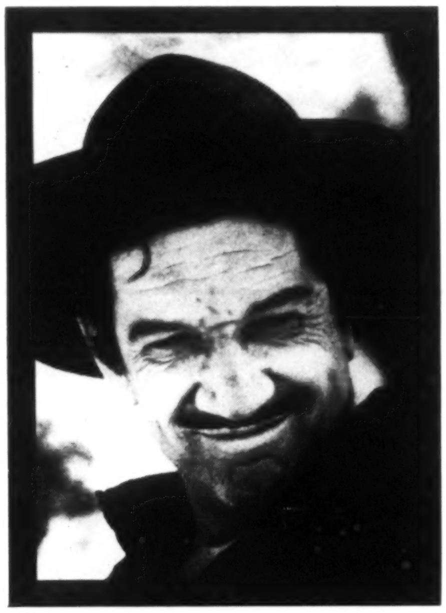
And when you think about it, it figures...



Because the editors enjoy an engaging contact with readers who like to read about TV as well as watch it.



A measure of their serious interest is the $50 million* they spend for TV GUIDE yearly. Advertisers are also investing heavily.



Which is why advertising bookings are now racing (by 30%) past the figure for this time last year.

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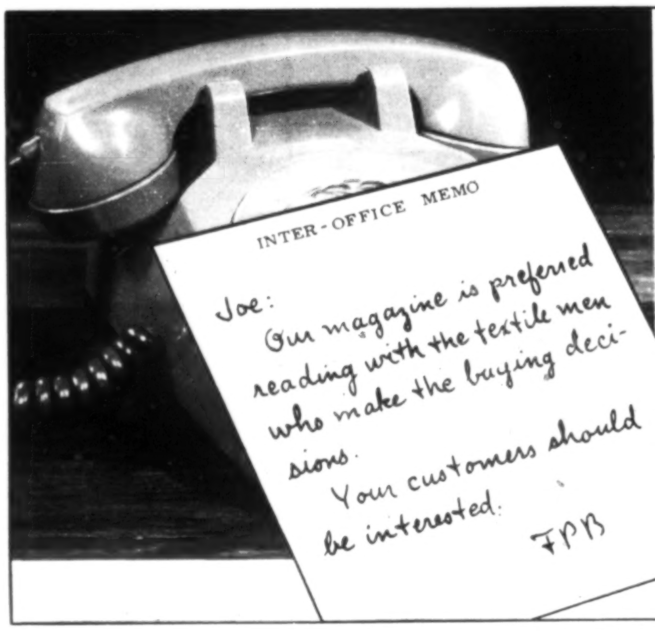
*More than is spent for any other magazine regardless of cover price or frequency of issue.



INTER-OFFICE MEMO
Joe:
Our magazine is preferred reading with the textile men who make the buying decisions.
Your customers should be interested.
FPB

We are the only textile weekly to editorialize upon the labor and tariff situations.

Mill management must be kept up-to-date on these subjects. Since we are the one source for this sort of information, our magazine must be opened and read.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

Freis Tognoli Friedrichs Groulx

NEW OFFICERS—*New officers of the San Francisco Junior Advertising Club are William Friedrichs, Foster & Kleiser, chairman; Robert Groulx, Foster & Kleiser, 1st vice-chairman; Harry Freis, P&O Orient Lines, 2nd vice-chairman; and Dawn Tognoli, Steedman & Cooper, secretary-treasurer.*

RAB Panel Picks 10 Top Radio Ads

NEW YORK, Jan. 31—Radio Advertising Bureau yesterday announced the ten 1960 radio commercials judged most effective by a 300-man jury of advertiser, agency and broadcast executives.

The winners, listed alphabetically, with the agency which prepared each campaign given in parentheses:

Budweiser (D'Arcy Advertising Co.); Chun King (Batten, Barton, Durstine & Osborn); Ford (J. Walter Thompson); L&M cigarets (Dancer-Fitzgerald-Sample); Lucky Strike cigarets (BBDO); Nescafe (William Esty Co.); Northwest Orient Airlines (Campbell-Mithun); Schlitz (JWT); Winston cigarets (Esty); and Wrigley's Doublemint (Arthur H. Meyerhoff & Associates).

Golden record plaques will be awarded to each advertiser and agency. #

Keystone Net Expands Office

Keystone Broadcasting System has signed leases for 30% additional floor space on the 17th floor of the Chicago Title & Trust Bldg., 111 W. Washington St., site of its headquarters since 1951. The transcription radio network of 1,125 stations will use much of the new space to house its merchandising unit, including a four-color press used to produce dealer aids.

JWT Names Two Directors

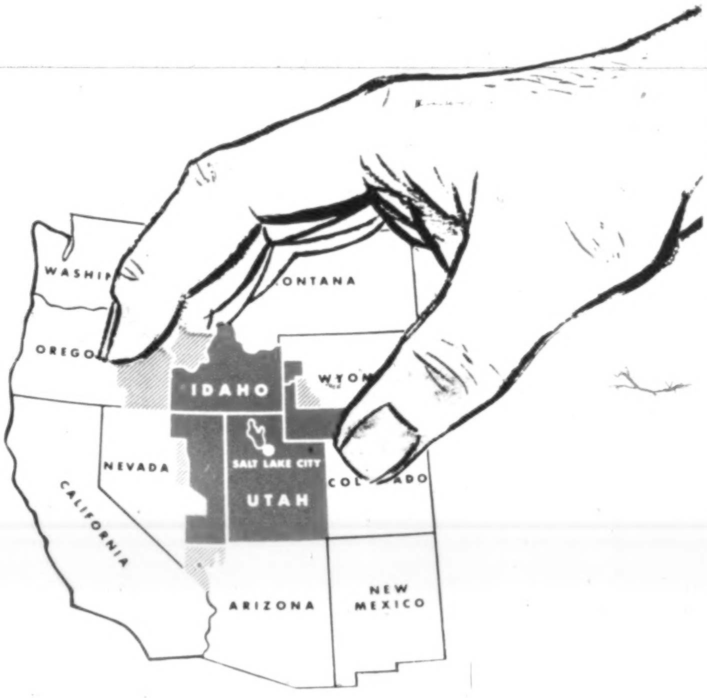
J. Walter Thompson Co. has added two members to its board of directors. They are Garrit A. Lydecker, a vp and member of the management operations committee of the New York office, and Theodore P. Jardine, a vp and member of the operations committee of the Chicago office.

U. S. Sends Kendall Abroad

Robert F. Kendall, vp of Gotham-Vladimir Advertising, New York, will serve as a member of a five-man trade mission the United States is sending to Ceylon, Malaya and Singapore for a seven-week period which began Jan. 28. This will be the third time he has seen such service.

AAP Names Robert Evans

American Aviation Publications has named Robert M. Evans, formerly district sales manager of Braniff International Airlines in Denver, regional ad manager of *Air Cargo*, *Airlift* and *Skyways*, a new title. Headquartered in New York, he will cover the northeastern U. S.



TAKE SALT LAKE

GET A MILLION MORE

FILL IN THE 1½ MILLION BETWEEN DENVER AND THE PACIFIC COAST

Between Denver and San Francisco is an exceptional market outnumbering both of those cities combined. It counts a half-million in the Salt Lake metropolitan area, plus a *million more* in the area reached and sold by Salt Lake's two metropolitan dailies. Geography and arithmetic underline the fact that there's *more to Salt Lake* than Salt Lake!

IF 1½ MILLION IS A "MUST" MARKET SALT LAKE IS A MUST!

These newspapers reach more than 95% of the families in the Salt Lake metropolitan area; 70% in the City and Retail Trading Zone; about 50% in the total 4-state market.

NEWSPAPER AGENCY CORPORATION NAC AGENT

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Suddenly, the SKILLionaire is $33,800,000 richer

This is the SKILLionaire. He's the man on the street in Rochester, N. Y., a skilled worker in one of the city's precision industries.

On March 21, each of the 30,000 SKILLionaires who work at Eastman Kodak in Rochester will receive his share of this year's $33,800,000 bonus. The SKILLionaire who works for one of several other Rochester companies will also take home his share of a big bonus this year.

What does he do with his bonus?

He drives home a new car. He shops for a new stereo Hi-Fi center. He remodels his home. He plans a swimming pool. He gets things done.

It's big money, this annual bonus of his. But it's just one of many factors that keep the SKILLionaire bustling, thriving, doing, buying—all year long.

He's a unique person. He makes Rochester, N. Y., a unique market. We know him well—almost every family in metropolitan Rochester buys and reads one or both of our newspapers.

May we tell you more about the SKILLionaire? For your free copy of "The Case for the SKILLionaire," write National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, Detroit, San Francisco.

This Week in Washington . . .

Kennedy Backs $5,000,000 Ad Push to Promote U.S. Tourism Abroad

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 2—Yes, Virginia, President John F. Kennedy does believe in advertising.

In fact, his administration demonstrated this so conclusively this week that it looks as if he will soon qualify for membership in the Assn. of National Advertisers.

The President has repeatedly tried to dissociate himself from the unconventional views of advertising held by some of his advisors. Suspicion lingered, despite the fact that he endorsed advertising in statements to ADVERTISING AGE, to the Associated Business Publications and to the Advertising Federation of America.

This week, however, he demonstrated his feelings in the most convincing way possible, by putting his administration behind a plan which may ultimately make the government a multi-million dollar advertiser.

■ As anyone knows, it is one thing to put a few high sounding phrases on paper, so that the Washington representative of a periodical or association can go away happy. It is much more impressive to back your sentiments with your bankroll.

The advertising program which the administration is backing is in the field of tourism. The President wants to improve the international payments situation by attracting more tourists to the U.S. Like any business man who has something to sell, he recognizes that the way to do it is to have a sales organization and a sales promotion program.

For several years, business men involved in the tourist business have been conceding that the U.S., supposedly the most advertised country in the world, isn't even in the running when it comes to promoting tourism.

■ Countries that are barely visible on the map hire competent American advertising talent and develop promotion campaigns that give Americans itchy feet. Our own efforts to attract tourists to the U.S. are disorganized, fragmentary and amateurish by comparison. It is all left to individual advertisers.

With at least a billion in tourism dollars at stake, two years ago the Department of Commerce did some exploratory experimenting with the problem by joining in the "Visit U.S.A.—1960" campaign. The results were sufficiently encouraging so that the associations and companies concerned with tourism agreed that what was really needed was a continuing government campaign to promote "Visit U.S.A."

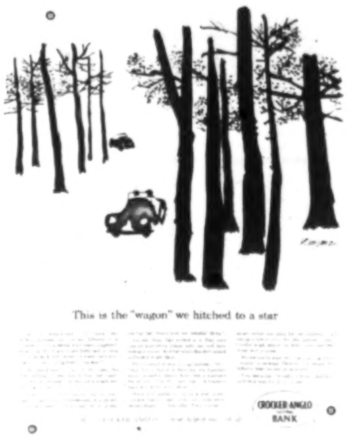
■ Partly through the energetic efforts of David Ogilvy of Ogilvy, Benson & Mather, the Senate commerce committee last summer cleared legislation setting up a permanent office of international travel in the Department of Commerce. As reported by the Senate committee and passed by the Senate this office could spend as much as $5,000,000 a year. About four-fifths of the spending would be for advertising. The rest would be used to maintain tourism offices in key spots abroad and for a multitude of other chores connected with the stimulation of travel.

Last year's legislative drive was too late to clear Congress, particularly in view of a somewhat uncertain reception from the Commerce Department. By the time the department's misgivings (over procedural arrangements) were satisfied, congressmen were on their way to the political conventions, and the legislation died.

■ This week, however, this outlook is considerably different. While Mr. Kennedy was still at Palm Beach, Sen. Warren Magnuson (D., Wash.), chairman of the Senate commerce committee, went down to discuss foreign trade problems. High on his list of recommendations was the plan for an office of foreign travel.

In his state of the union message Monday, the President said he hoped to strengthen the position of the dollar by attracting foreign investments and travel to this country. Before the week was out, Sen. Magnuson held two days of hearings on S. 610, his bill to set up the office of foreign travel with its $5,000,000 working fund.

■ Because the advertising will appear in foreign publications, the tourism ad drive escapes some of the pitfalls that arise when the government tries to communicate with the public through ads at home.


This is the "wagon" we hitched to a star
CROCKER-ANGLO BANK

MOST HELPFUL—*Crocker-Anglo National Bank, San Francisco, features water color by Dong Kingman in this b&w newspaper ad, part of a new campaign which includes tv spots. J. Walter Thompson, San Francisco, is the agency.*

After World War II, the government successfully used ads in a businesslike way to sell surplus war property. But when the armed services tried to buy ads for recruiting purposes, they became embroiled in impossible situations. Trade associations in each medium battled for a share of the budget.

Members of Congress became advertising experts and tried to dictate the kinds of radio programs that should be sponsored. Congress ultimately put a lid on the situation by specifying that recruiting ads could be used only for special projects, in "target" media.

■ While the Department of Commerce and the various travel interests are for the new office of international travel, they admit there is a good deal of trial and error ahead. It's hardly likely to start as a $5,000,000 program the first year. There is some feeling that it should start gradually.

The importance of "reverse tourism" promotion does not have to be forced on Commerce Secretary Luther Hodges. Since his arrival here he has voiced his determination to do everything possible to see that the position of the dollar in international trade is strengthened.

■ Under his direction, the Commerce Department is becoming general headquarters for a drive to sell U.S. business men on trying to sell U.S. products to foreign buyers.

The Secretary said the other day that no more than five to 10% of U.S. businesses are trying to sell overseas. One of his proposals is a so-called "mother hen" plan, with small firms "clustering" around an organization that already has the "know how" in selling abroad.

■ In addition to reverse tourism, some of the ideas he has mentioned include:

More trade missions—Probably twice as many as we have now.

Overseas trade centers—A government-sponsored trade center is to open in London in June, providing a showroom in the heart of the Piccadilly Circus area for U.S. products. More will follow.

Attract foreign investment—If foreigners can be induced to invest in new plans in depressed areas, the Secretary says, we contribute toward solution of the gold flow problem, and the depressed area problem in a single stroke.

Expand the Department's network of field offices—We can't help our business men get into foreign trade, he says, unless we are able to reach them in their home communities. #

WAVE-TV gives you
28.8% more AVID EATERS
—and they gobble up 28.8% more of EVERYTHING that's edible!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

MAGAZINES
RADIO
TRADE PAPERS
POINT OF SALE
NEWSPAPERS
DIRECT MAIL
OUTDOOR
TV
Scripto
BALL PEN
PENCIL
CAMEL WINSTON
Complete YOUR SELLING PICTURE

Scripto A675 Service Station designed and produced by Advertising Metal Display Co.

AWARD WINNER:
Chicago Fed. Advertising Club
Variety Store Merchandiser
Point of Purchase Adv. Institute

with an Ad Metal
MERCHANDISING DISPLAY

Shelving your product at the point of sale can be mighty expensive. You can lose your investment in other media and your opportunity to increase sales.

An Ad Metal merchandiser, custom designed for your product, can close the sales your other advertising has opened.

Let AMDCO help put your product in Selling Position.

Send for full color brochure showing how successful merchandisers use Ad Metal Displays to close more sales . . more profitably.

ADVERTISING METAL DISPLAY CO

CHICAGO 50 • 4621 West Nineteenth Street / Bishop 2-1242
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

"Ad Age is an essential tool of our trade"

says **WILLIAM F. SIEGEL,** *Director of Advertising,* **Schick Incorporated**

"I'm thankful for the complete news coverage Advertising Age offers on everything that's happening in our industry, plus its highly stimulating features that generate productive marketing ideas. I don't miss an issue, because to me Ad Age is more than a magazine—it's an essential tool of our trade."

SCHICK
10.66
3 SPEED
SCHICK

Mr. Siegel came to Schick Incorporated early in 1960 from the cosmetics business, where he had been advertising manager of Revlon and advertising director of Coty. The pioneer in its field, Schick manufactures thousands of men's and women's electric shavers daily at its Lancaster, Pa., plant and does business to the tune of about $24,000,000 yearly. Away from guiding an annual advertising and promotion program of almost $4,000,000, Mr. Siegel is active in civic affairs of the Northern New Jersey lake community in which he lives. Some of his leisure time also is devoted to such diverse hobbies as collecting jazz records and breeding pedigreed dachshunds. His interest in music, incidentally, is not of recent vintage. It dates back to Mr. Siegel's "salad days" when he left his native Minneapolis to go on the road as a musician. Prior to settling in New York and entering the City College School of Business, he had played coast to coast with such bands as those of Stan Kenton and the Dorsey Brothers.

Advertising Age

Conoco to Clint Frank as Oil Accounts Slither

important to important people

200 E. ILLINOIS ST., CHICAGO 11, ILL. • 630 THIRD AVE., NEW YORK 17, N.Y. 1 Year (52 issues) $3

Pepsi Names Podlesski

V. Nicholas Podlesski, Russian-born sales veteran with Pepsi-Cola International, has been appointed vp of the Pan-African division of the international company. With Pepsi 20 years, Mr. Podlesski was formerly regional manager in central Europe and Scandinavia. He will now be responsible for Pepsi operations in the African continent south of the Sahara.

K&E Elects Fucito, Armstrong

Kenyon & Eckhardt, New York, has elected Victor Armstrong, senior vp-account management to the board of directors and Frank J. Fucito, an account executive, a vp.

Your Address Chicago's magnificent gold coast

[illegible]

month or year

Donald O. [illegible]

LAKE SHORE DRIVE HOTEL

181 E. Lake Shore Dr. · SU 7-8500

California Drug Group Pleads 'Not Guilty' in Price Case

SAN FRANCISCO, Feb. 1—The Northern California Pharmaceutical Assn. and its pricing committee chairman, Donald K. Hedgpeth, has pleaded not guilty here to federal charges of price fixing (AA, Dec. 19).

Setting of a trial date for the anti-trust case has been delayed pending a federal court hearing on a defense motion to dismiss the indictment.

■ Mr. Hedgpeth, operator of a drug store here and a past president of the association, and Charles J. O'Malley, secretary-treasurer of the group, entered their not guilty pleas before Judge Albert C. Wollenberg.

The indictment charges that the association and its 1,810 members conspired to restrain trade by adhering to a prescription price schedule drawn and annually revised by Mr. Hedgpeth. #

Lee Joins Friend-Reiss

Robert E. Lee, formerly senior art director of Joseph Katz Co., has joined Friend-Reiss Advertising, New York, as vp and art director.

New Book Club Names Sudler; Sets First Campaign

Contemporary Affairs Society, Washington, a new book club handling books in the field of world affairs, has appointed Sudler & Hennessey, New York, to handle advertising. The society's sponsors are Walter Lippmann, Marquis Childs and Dorothy Fosdick.

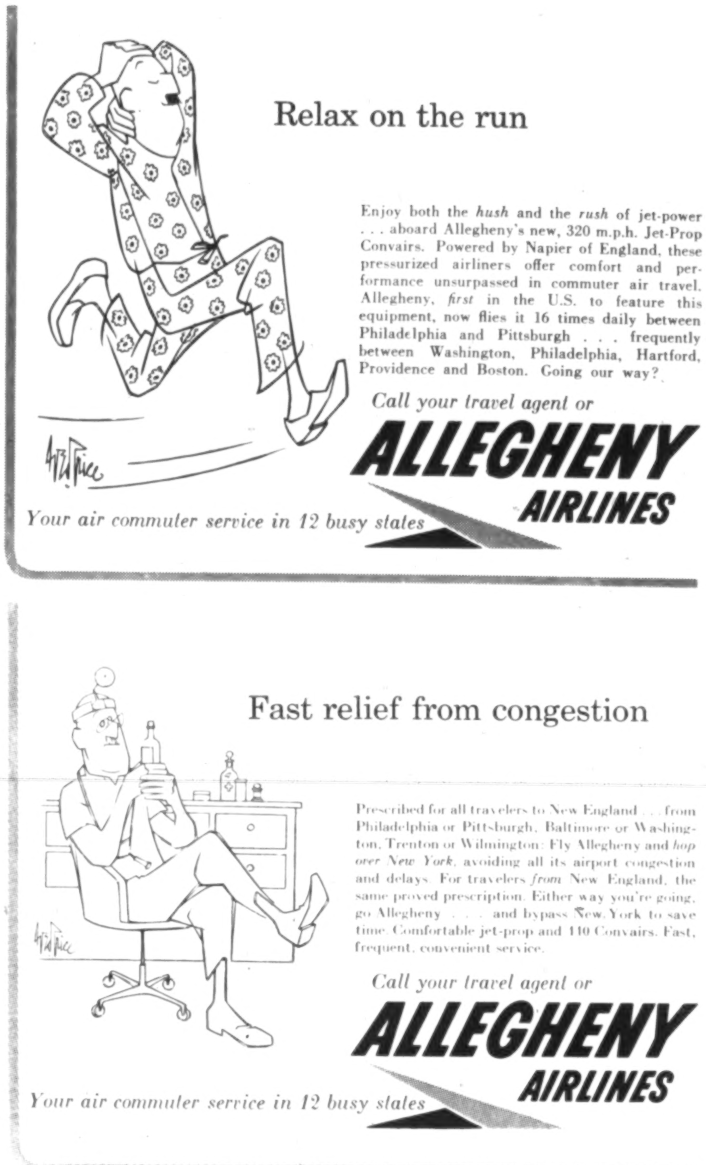
The book club has launched a drive with a b&w spread in the *New York Times* last month, to be followed by spreads in the Feb. 26 *Reporter* and March *Harper's*.

Compton Appoints Three

Herman Davis, formerly vp in charge of art and a member of the creative plans board of Doherty, Clifford, Steers & Shenfield, and Maxwell Sapan, formerly a vp and copy chief of Fletcher Richards, Calkins & Holden, have joined Compton Advertising, New York, as vps in the creative department. Rupert Witalis, a supervising art director of Compton, has been named head of the art department, succeeding Loren B. Stone, who has retired.

Myers to Intermountain

George A. Myers has joined Intermountain Network, Salt Lake City, as regional sales manager. He formerly was an account executive of Star Broadcasting Co.



Relax on the run

Enjoy both the *hush* and the *rush* of jet-power . . . aboard Allegheny's new, 320 m.p.h. Jet-Prop Convairs. Powered by Napier of England, these pressurized airliners offer comfort and performance unsurpassed in commuter air travel. Allegheny, *first* in the U.S. to feature this equipment, now flies it 16 times daily between Philadelphia and Pittsburgh . . . frequently between Washington, Philadelphia, Hartford, Providence and Boston. Going our way?

Call your travel agent or

ALLEGHENY AIRLINES

Your air commuter service in 12 busy states

Fast relief from congestion

Prescribed for all travelers to New England . . . from Philadelphia or Pittsburgh, Baltimore or Washington, Trenton or Wilmington: Fly Allegheny and *hop over New York*, avoiding all its airport congestion and delays. For travelers *from* New England, the same proved prescription. Either way you're going, go Allegheny . . . and bypass New York to save time. Comfortable jet-prop and 440 Convairs. Fast, frequent, convenient service.

Call your travel agent or

ALLEGHENY AIRLINES

Your air commuter service in 12 busy states

LIGHT TOUCH—*Cartoon ads in the eastern edition of the Wall Street Journal introduce expanded New England service by Allegheny Airlines.*

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Andrews Adds Two Accounts

Rogers Hydraulics Inc., Minneapolis, and Marshall Erdman & Associates, Madison, Wis., have named Andrews Agency, Milwaukee, to handle their advertising, effective March 1.

Cartoon Ads Back Allegheny Airlines New England Debut

WASHINGTON, Jan. 31—Allegheny Airlines, which started service in the New England area a few months ago, is using a series of cartoon ads to introduce the service.

The cartoons, by George Price, run each Monday on Page 3 of the eastern edition of the *Wall Street Journal*. Each cartoon ad describes a different Allegheny service.

The series was prepared by Allegheny's agency, VanSant, Dugdale & Co., Baltimore. #

Shoe Supplement Offered

The National Shoe Institute, New York, is distributing its newspaper supplement on spring and summer shoes to 700 daily and weekly newspapers across the country about Feb. 1. The news in shoes from the country's major manufacturing centers is featured; 30 pictures are available in photo print or mat form.

Baker Resigns Kiekhaefer

Baker, Johnson & Dickinson, Milwaukee, has resigned as agency for Kiekhaefer Corp., Milwaukee, manufacturer of Mercury outboard motors. The agency has agreed to complete assignments relating to the 1961 Mercury ad campaign.

'McCall's' Names Two

John L. Moran, formerly a representative of *Family Weekly* in Philadelphia, has joined *McCall's'* Philadelphia office as a sales representative. James T. Duffy III, formerly with *MD*, has joined the New York sales staff of *McCall's*.

Today's Report, Tomorrow's Ideas!

. . . with solid editorial depth and dynamic leadership!

There's a reason, and a good one, why so many important advertisers use BAKING INDUSTRY Magazine, year after year, as their No. 1 advertising medium. Responsible leadership and service to the baking industry has been our hallmark for nearly 74 years. Wholesalers, retailers, home service, supermarket and chain store bakeries—*all* segments of this $5½ billion industry—have justifiable confidence we'll be "there as it happens." Result:

- **26% *more* exclusive advertisers**
- ***more* advertising per issue**
- ***more* paid circulation**
- ***more* advertisers than any other publication in the field**

Call any of our 5 offices for the complete story.

BAKING INDUSTRY

For broadest coverage to this $5½ billion market your ads will be in

BAKING INDUSTRY
a Clissold Businesspaper

ABP ABC

CHICAGO 3: 105 West Adams Street • AN 3-1800
NEW YORK 36: 500 Fifth Avenue • LO 4-2233
WASHINGTON 4, D. C.: 1319 F Street, N. W. • ME 8-6707
LOS ANGELES 57: The Maurice A. Kimball Co., Inc.
2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5: The Maurice A. Kimball Co., Inc.
681 Market Street • EX 2-3365

One of a series appearing in The Wall Street Journal

How to have a confidential chat...with millions!

When you get your customer's ear, she gets your message. Communication—or advertising, if you prefer—is just that simple.

The trick, of course, is getting her ear—main reason why so many advertisers use the Blair Group Plan. It intensifies the person-to-person impact of spot radio.

4 Years of Steady Gains—Iced-tea drinking has increased every year since '56. In those years the Tea Council of the U.S.A. has promoted iced-tea in *only one medium—spot radio*. Backbone of this media strategy has been the Blair Group Plan.

Rating: 60.2—Pulse research* shows the Blair Group Plan can give you a weekly rating of 60.2—a cumulative rating of unduplicated homes *reached* week-after-week by Blair Stations, coast to coast. Compare that with 39.2 for Gunsmoke, top-rated tv network program in national Nielsen ratings for December, 1960.

42¢ per 1000 Homes—The Blair Group Plan gets extra selling-power from advertising dollars. Cost per 1000 homes reached, as low as 42¢. For home-makers only, costs run as low as 60¢ per 1000.

The Blair Group Plan is *flexible*—because geared to sales potentials. And *convenient*—you tap 81.6% of America's buying power with one order, one affidavit, one invoice. See how economically it can step up the local impact of *your* advertising. Just call your nearest John Blair office . . . in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

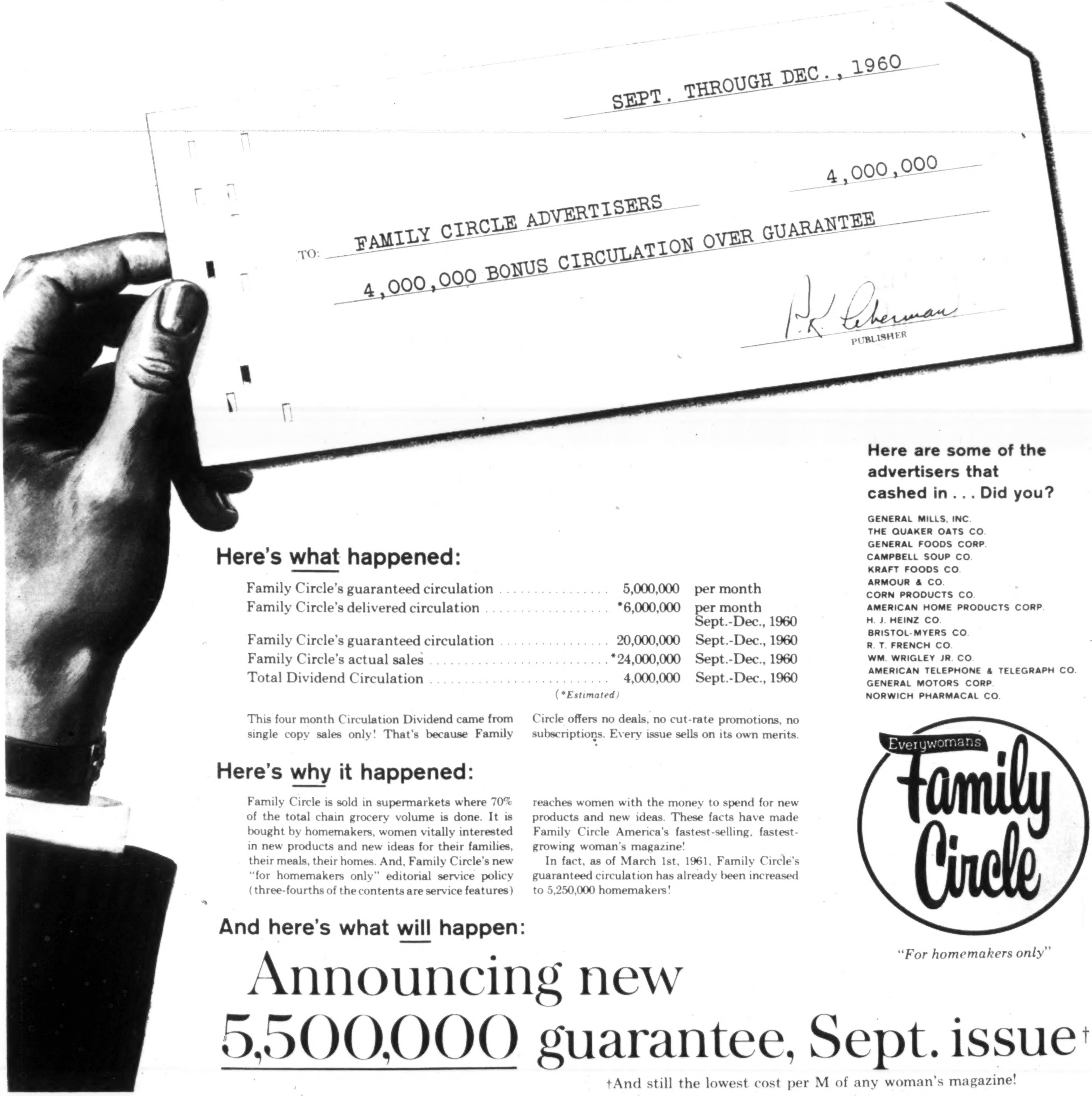
*From latest available Pulse reports as of October, 1960.

BLAIR GROUP PLAN

A service of John Blair **and Company**

Representing the nation's most influential group of radio stations.
Headquarters: 717 Fifth Avenue, New York 22, N. Y., PLaza 2-0400

If you advertised in Family Circle September through December, 1960, you received this circulation dividend:



SEPT. THROUGH DEC., 1960

4,000,000

TO: FAMILY CIRCLE ADVERTISERS

4,000,000 BONUS CIRCULATION OVER GUARANTEE

P. K. Leberman

PUBLISHER

Here's what happened:

Family Circle's guaranteed circulation	5,000,000	per month
Family Circle's delivered circulation	*6,000,000	per month Sept.-Dec., 1960
Family Circle's guaranteed circulation	20,000,000	Sept.-Dec., 1960
Family Circle's actual sales	*24,000,000	Sept.-Dec., 1960
Total Dividend Circulation	4,000,000	Sept.-Dec., 1960

(*Estimated)

This four month Circulation Dividend came from single copy sales only! That's because Family Circle offers no deals, no cut-rate promotions, no subscriptions. Every issue sells on its own merits.

Here's why it happened:

Family Circle is sold in supermarkets where 70% of the total chain grocery volume is done. It is bought by homemakers, women vitally interested in new products and new ideas for their families, their meals, their homes. And, Family Circle's new "for homemakers only" editorial service policy (three-fourths of the contents are service features) reaches women with the money to spend for new products and new ideas. These facts have made Family Circle America's fastest-selling, fastest-growing woman's magazine!

In fact, as of March 1st, 1961, Family Circle's guaranteed circulation has already been increased to 5,250,000 homemakers!

And here's what will happen:

Announcing new 5,500,000 guarantee, Sept. issue†

†And still the lowest cost per M of any woman's magazine!

Here are some of the advertisers that cashed in . . . Did you?

- GENERAL MILLS, INC.
- THE QUAKER OATS CO.
- GENERAL FOODS CORP.
- CAMPBELL SOUP CO.
- KRAFT FOODS CO.
- ARMOUR & CO.
- CORN PRODUCTS CO.
- AMERICAN HOME PRODUCTS CORP.
- H. J. HEINZ CO.
- BRISTOL-MYERS CO.
- R. T. FRENCH CO.
- WM. WRIGLEY JR. CO.
- AMERICAN TELEPHONE & TELEGRAPH CO.
- GENERAL MOTORS CORP.
- NORWICH PHARMACAL CO.

Everywomans Family Circle

"For homemakers only"

Advertising Age
Feature Section

Scholl Ads Pull 'Em In—Woolf

Little Lady—Grown-up Ad—CM

No-Image Retailers, Look in Mirror—Weiss

Adman Turns 'Waste Makers' to Laugh Maker

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Best Technique Depends on Product . . .

What Makes Ads Memorable? Personal Involvement of Reader, Says Ad Readership Analyst

Some products are best advertised with an illustration of the product before use, others are better illustrated after use and still others are best shown as a product display with no use involved at all, says Johanna T. Rock of Cunningham & Walsh. Miss Rock, who is manager of readership analysis at C&W, here gives an intriguing rundown of some of these product categories, based on studies of Starch readership reports.

By Johanna T. Rock
Manager, Readership Analysis,
Cunningham & Walsh, New York

One day last summer, an advertiser of major household appliances hired a pretty young model to stand in front of the open door of one of his refrigerators in a dealer's showroom and have her picture taken. This picture ran as an advertisement in one of the major women's magazines.

At approximately the same time, a competing advertiser had a picture taken of his appliance shown as a part of an attractively designed kitchen unit. This advertisement ran in the same magazine as did the first one and at about the same time. Starch advertisement readership reports indicated that this second ad was remembered by twice as many women as was the first one.

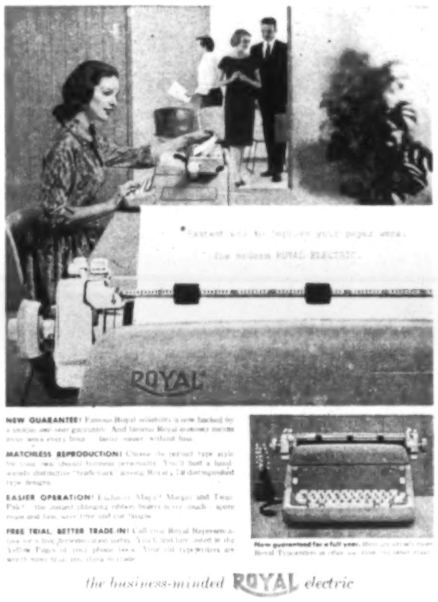
With the amount of advertising all of us are subjected to every day it is perhaps surprising that we can remember any of it specifically. Yet there often are some ads that seem to stand out. Those that do may be for anything from automobiles to flooring tiles, from cake mix to lipstick. Obviously, considering the differences in the products, these ads did not all look alike. What was it, then, that set them apart?

■ That, Dr. Anthony, may become at least a $64,000,000,000 question within the next five years. But there is an answer, and a relatively simple one at that, although not necessarily the same one for every product. Advertising copy research indicates that the clue is no secret, it is common sense.

We are all more interested in ourselves than we are in anyone or anything else. Most of our activities are decreed by what they can do for us: We work to earn money and provide food and shelter for ourselves and those who depend on us; we play to amuse ourselves; we buy the products we feel can best satisfy our desires.

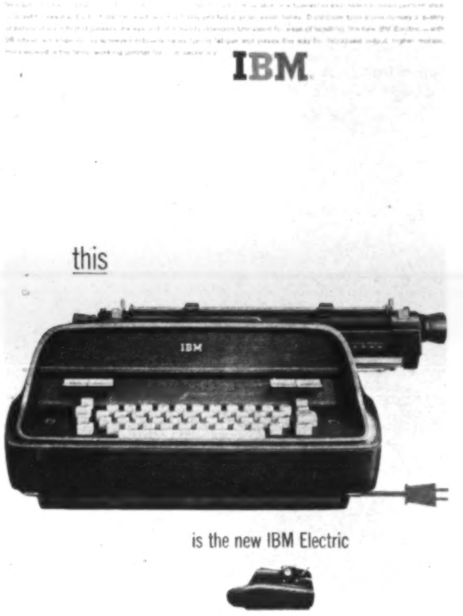
The advertisements that we seem to remember best are those that made it easy for us to see in them a possible solution to our needs and wants. The more personal the involvement we can be made to feel with the product or its possible use to us, the better we remember the advertisements helping us to do so.

■ In general, the products we buy are of two kinds: Those that are used "as is" (durables such as automobiles and household appliances), and those that are consumed or changed in form through use, e.g., food, cosmetics and building materials. Product advertisements, too, come in at least two varieties—those that feature the product itself, and those that stress product use.


ROYAL
NEW GUARANTEE!
MATCHLESS REPRODUCTION!
EASIER OPERATION!
FREE TRIAL, BETTER TRADE-IN!
the business-minded ROYAL electric

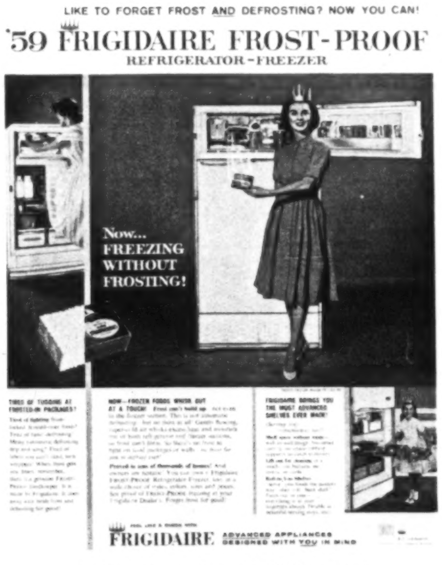
Time: 22% Noted

WITH BACKGROUND—*But typewriters are different, because used in different settings (home, office, school). Here unrealistic setting limits reader's association.*



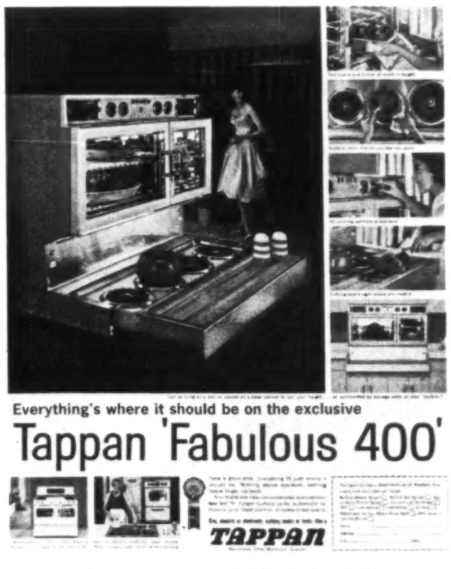
Time: 51% Noted

WITHOUT BACKGROUND—*Typewriter in limbo lets reader "fill in" own background, visualize benefits. Starch shows "boss benefits" outscore "secretary benefits."*


LIKE TO FORGET FROST AND DEFROSTING? NOW YOU CAN!
'59 FRIGIDAIRE FROST-PROOF
REFRIGERATOR-FREEZER
Now...
FREEZING
WITHOUT
FROSTING!
FRIGIDAIRE
ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND

Ladies' Home Journal: 28% Noted

WITHOUT BACKGROUND—*Major appliances are only at home in kitchen. Only place one sees this showroom setting is in other ads. Benefits are less real, less convincing.*



Ladies' Home Journal: 57% Noted

WITH BACKGROUND—*The kitchen is the place for appliances—even in ads. This setting, even if ultra-modern, gives reader a chance to see how product can look in use.*

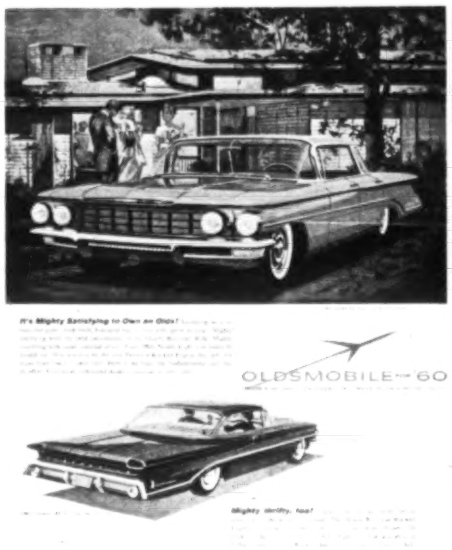
In addition, both the product and the product-use themes have at least two possible treatments: For the first, it is a question of showing just the product alone with little or no background, or of picturing it in a specific setting or situation; for the second, it concerns before or after-use pictures.

Copy research findings indicate that, in all four of these alternatives, the advertisements we tend to remember best are those that seem to comply with common sense by appealing to our own self interest. Here, for example, are some of the things we can learn from Starch readership reports about many of the different kinds of advertisements in general magazines.

Appliances Best Shown in Setting, But Typewriters? No

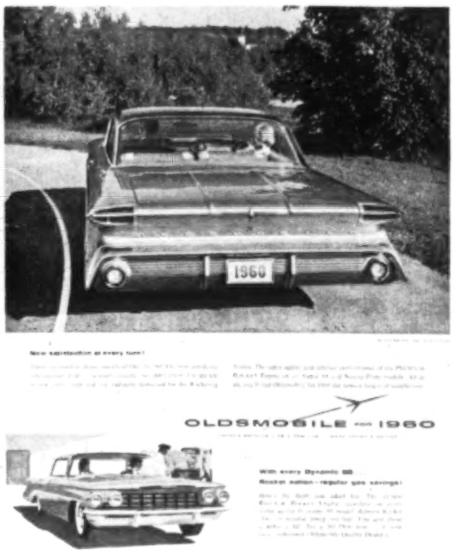
To go back to our original story about the two major household appliance advertisers, the second one successfully capitalized on the fact that the product in question is peculiarly at home in only one setting—a kitchen—and is most generally used by one member of the family—the homemaker. She seems more likely to remember the advertisement which shows the appliance in a kitchen in which she can picture herself preparing the meals for her family than she is to remember the ad which just pictured the appliance in an impersonal showroom.

In contrast to this, a durable product such as a typewriter may be used in different places and by different people—in an office or in a home, by a secretary or by several members of the family. To avoid the possibility of restricting our imagination by picturing the machine in a locale with which we cannot identify, many very effective typewriter ads show just a picture of the machine alone with little or no background, thus permitting each of us to mentally fill in our own


It's Mighty Satisfying to Own an Olds!
OLDSMOBILE 60
Mighty thrifty, too!

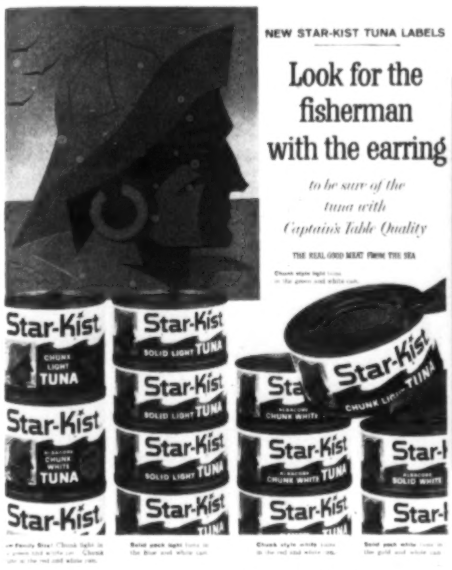
Life: 41% Noted, Men; 28% Noted, Women

POOR BACKGROUND—*Reader has hard time identifying with party going on in background. Ad leaves reader on outside looking in, lessens his attention.*


1960
New satisfaction at every turn!
OLDSMOBILE 1960
With every Dynamic 88
Rocket action—regular gas savings!

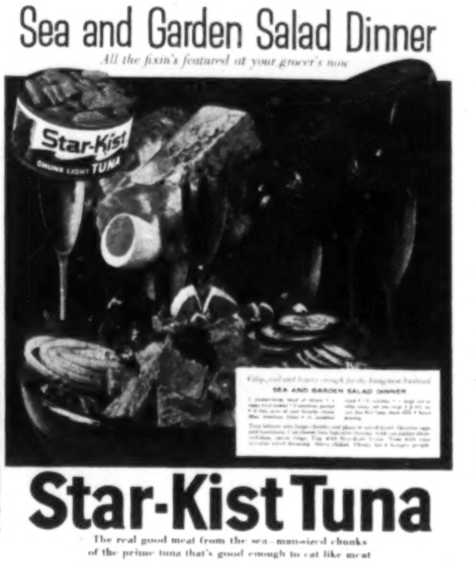
Life: 63% Noted, Men; 34% Noted, Women

GOOD BACKGROUND—*Open road setting gives free rein to reader's own association. Setting is in public domain, so reader can imagine himself in this kind of area.*


NEW STAR-KIST TUNA LABELS
Look for the fisherman with the earring
to be sure of the tuna with Captain's Table Quality
THE REAL GOOD MEAT FROM THE SEA
Star-Kist
CHUNK LIGHT TUNA
SOLID LIGHT TUNA
CHUNK WHITE TUNA
SOLID WHITE

Ladies' Home Journal: 35% Noted

PACKAGE—*Woman reader is not too interested in package, preparation process or people in food ads. This is package display, offers no ideas, uses caricature head—all ways to cut attention.*


Sea and Garden Salad Dinner
All the fixin's featured at your grocer's now
Star-Kist
CHUNK LIGHT TUNA
SEA AND GARDEN SALAD DINNER
Star-Kist Tuna
The real good meat from the sea—man-sized chunks of the prime tuna that's good enough to eat like meat

Ladies' Home Journal: 56% Noted

BEFORE USE—*What seems to attract women in food ads are ideas—a new dish or reminder of old one—plus appetite appeal, a view of how food will look when served. This ad has it all.*

more familiar setting.

■ Many of the more-remembered automobile advertisements, too, seem to stress the car itself and place little or no emphasis on background detail. For the ads which do provide a setting for the car, the ones we are more likely to remember seem to be those which picture the car out on the open road or parked in a public or recreation area, rather than parked in front of a house in which, for example, there is obviously a party going on. In other words, we like to be able to picture ourselves in the car in places where we might be likely to go—but we weren't invited to that party and would not be likely to park in front of that particular house.

For packaged goods, the decision as to whether before or after-use illustrations are most effective seems to depend primarily on whether the product itself is to be consumed internally or applied externally.

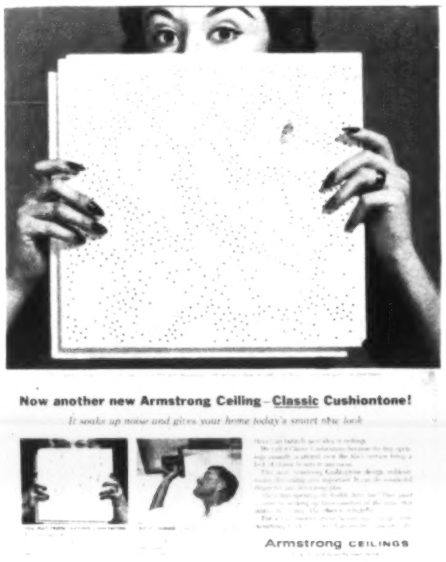
For example, we are more likely to be attracted by a picture of a piece of mouth-watering apple pie than we might be by a picture of an empty plate on which, a copywriter could tell us, there had been a piece of pie. The food itself also has more appetite appeal and remembrance value than does the display of a package of the flour used in making the pie crust. So, too, are we more likely to remember a picture of a salad plate dinner than we are a picture featuring cans of sea food.

It is difficult to remember the actual sensation of pain once it is over, just as it seems difficult to reconcile a picture of happy, smiling faces in an advertisement for a pain reliever with the product being advertised. Much more memorable seem to be those ads which show a believable before-use illustration indicating a need or reason for using the product—this we can understand, particularly at those times when we have a need for using the product ourselves.

What's Good for Pain Relievers Is Not Good for Cosmetics

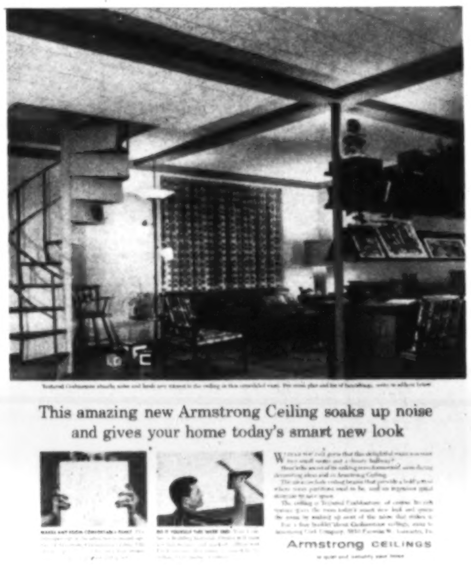
After all, it is not damaging to our egos to admit that we have an ache or a pain. It may, however, be a blow to a woman's pride to be shown quite bluntly that she looks less than her best before using cosmetics. She may admit it to herself, but she is likely to be less than intrigued by having an advertiser tell her so.

As a result, cosmetics and toilet goods, as products that are applied externally, seem to be most effectively advertised by


Now another new Armstrong Ceiling—Classic Cushiontone!
It soaks up noise and gives your home today's smart new look
Armstrong CEILINGS

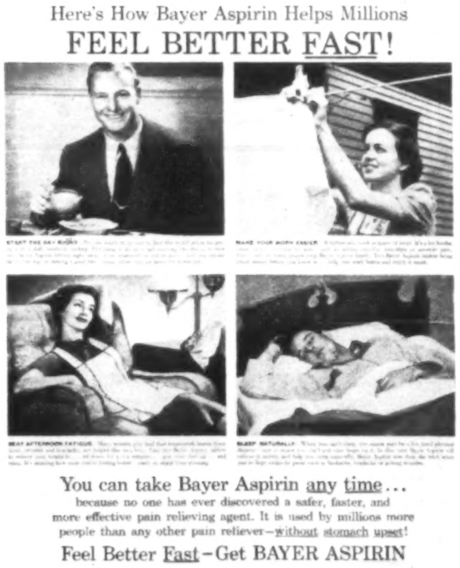
Better Homes & Gardens: 41% Noted

DISPLAY—*Ad loses by being mainly display for product with little inherent attractiveness. No "object d'art," it is bought as part of specific setting—so most memorable ads include at least a suggested setting. Also, building, decorating ads do better without people in main picture.*


This amazing new Armstrong Ceiling soaks up noise and gives your home today's smart new look
Armstrong CEILINGS

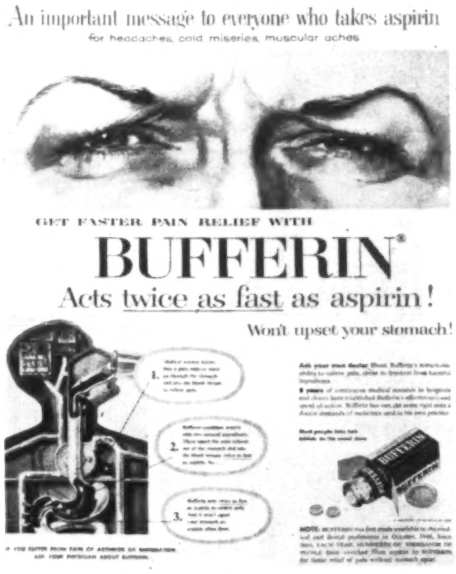
Better Homes & Gardens: 72% Noted

PRODUCT USE—*Here is most consistently effective way to get attention for ads of this product type—a decorator approach picturing product in use in attractive setting which reader can imagine as her own, and which can give her home decorating ideas.*


Here's How Bayer Aspirin Helps Millions
FEEL BETTER FAST!
You can take Bayer Aspirin any time...
because no one has ever discovered a safer, faster, and more effective pain relieving agent. It is used by millions more people than any other pain reliever—without stomach upset!
Feel Better Fast—Get BAYER ASPIRIN

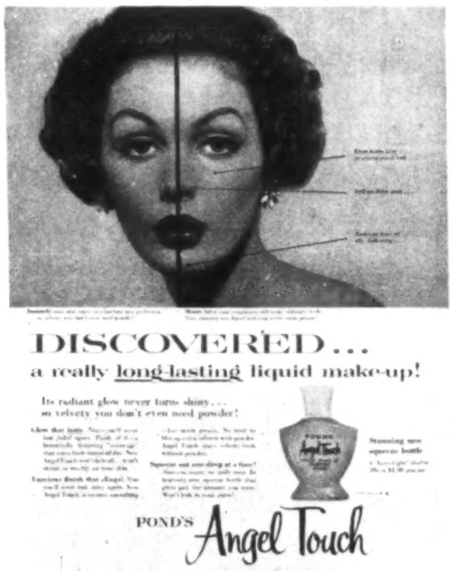
Saturday Evening Post:
12% Noted by Men; 16% Noted by Women

AFTER USE—*Picture of happy, smiling people may have irritated some who needed pain reliever. People who didn't need aspirin at moment may have found it too hard to relate ad to product. Result, less noting.*


An important message to everyone who takes aspirin
for headaches, cold miseries, muscular aches
GET FASTER PAIN RELIEF WITH
BUFFERIN
Acts twice as fast as aspirin!
Won't upset your stomach!
1.
2.
3.

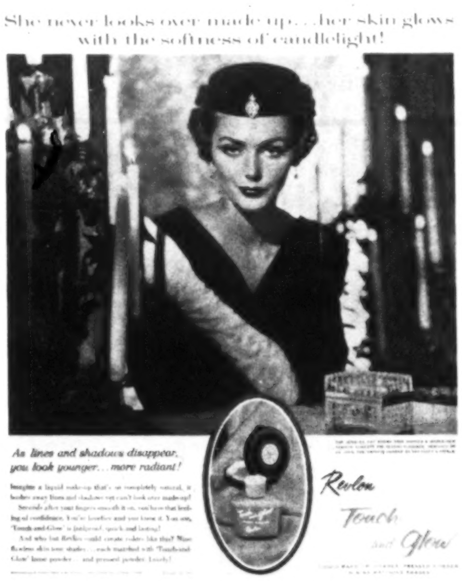
Saturday Evening Post:
39% Noted by Men; 40% Noted by Women

BEFORE USE—*Illustration depicts believable need for pain reliever, without getting reader to associate with this negative connotation since it was done with impersonal sketch. With or without headache, reader gets message. Noting rises.*


DISCOVERED...
a really long-lasting liquid make-up!
Its radiant glow never turns shiny...
so velvety you don't even need powder!
POND'S Angel Touch

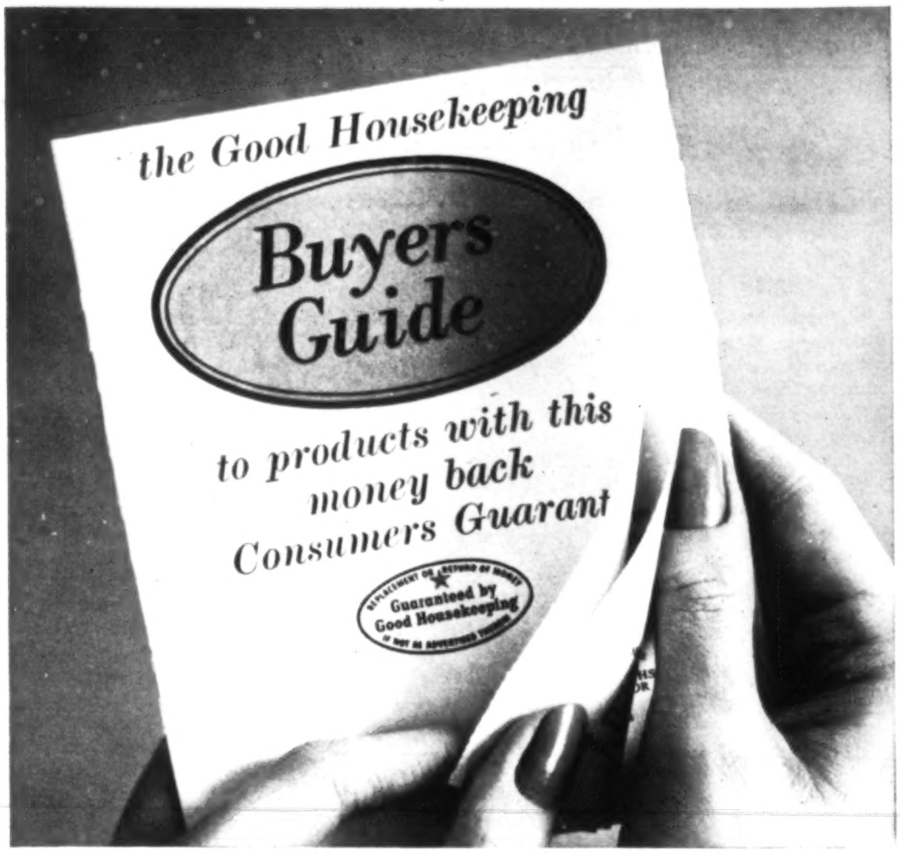
Ladies' Home Journal: 26% Noted

'ADDY'—*For cosmetic ad, this approach risks rejection by addy technique on model's divided face, accenting negative. Starch ratings show women don't like to be reminded of why they use cosmetics, but prefer positive after-use results.*

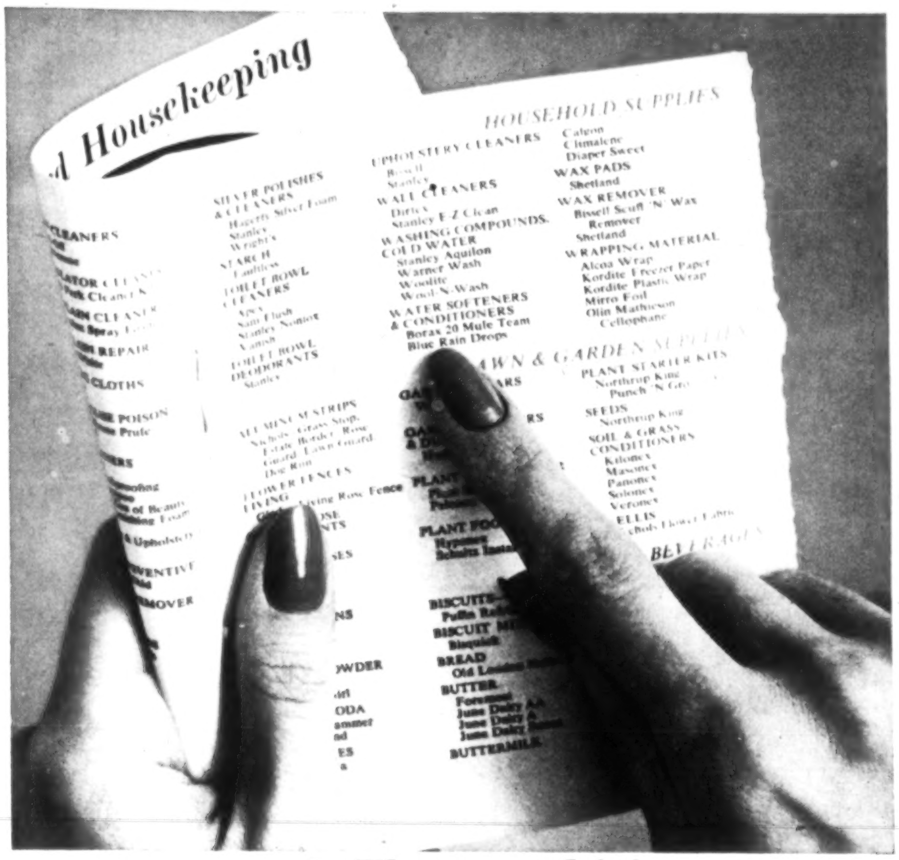

She never looks over made up... her skin glows with the softness of candlelight!
As lines and shadows disappear, you look younger... more radiant!
Revlon
Touch and Glow

Ladies' Home Journal: 60% Noted

AURA—*Here is one of most effective ways to get high noting for cosmetic ad: picturing the aura of attraction as the epitome of how a woman wants to look after using cosmetics.*


the Good Housekeeping
Buyers Guide
to products with this money back Consumers Guarant
Guaranteed by Good Housekeeping

1. They tore it out!


Housekeeping
HOUSEHOLD SUPPLIES
WALL CLEANERS
WASHING COMPOUNDS
WATER SOFTENERS & CONDITIONERS
WAX PADS
WAX REMOVER
WRAPPING MATERIAL
LAWN & GARDEN SUPPLIES
BEVERAGES

2. They read it!

the Good Housekeeping
Buyers Guide

3. They shopped with it!

the Good Housekeeping
Buyers Guide

4. And they bought!

Brand new way to build brand sales!

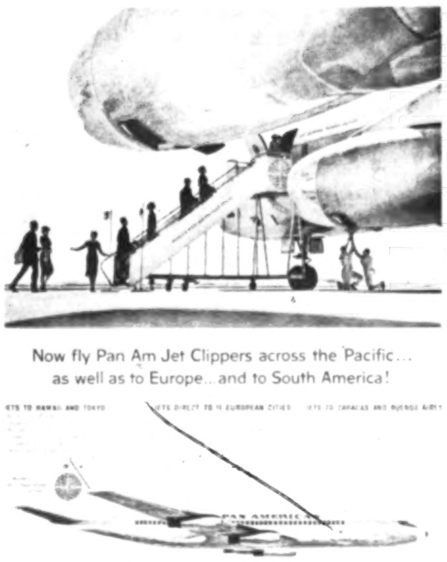
Insistent reader demand prompted the first issue of the Buyers Guide published as part of the November issue. During the third week after issue (less than one-third the normal life span of a monthly magazine) C. E. Hooper, Inc. surveyed subscribers. Here are the results:

68% WERE *AWARE* OF THE BUYERS GUIDE. Of these —
  42% REMOVED THE BUYERS GUIDE FROM THE ISSUE
  31% MORE INTEND TO REMOVE IT FOR USE
  14% HAD ALREADY *USED IT* IN SHOPPING
  78% HAVE PLANS TO USE IT.

Millions of women are now acquainted with the Buyers Guide — an exclusive reader service provided only by Good Housekeeping. If your brand was not listed in November, the May 1961 issue provides the next opportunity. Women will be looking for this up-dated listing of products with assured dependability.

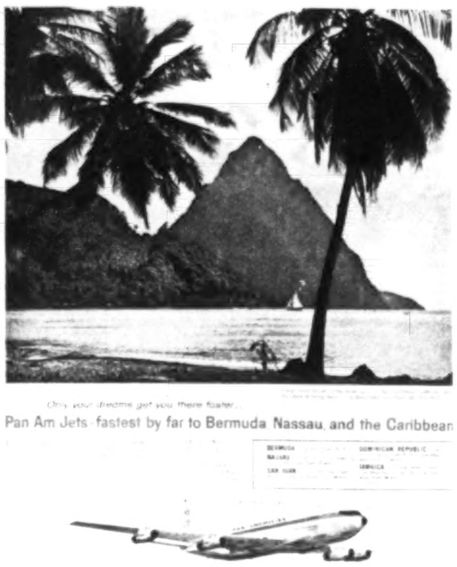
The May Buyers Guide will list only those products currently covered by the Good Housekeeping Consumers Guaranty. If your products meet the requirements you can share the prestige enjoyed by so many leading manufacturers by being included in the May Buyers Guide. Ask your Good Housekeeping representative for full details — or wire C. C. Herge, Advertising Director, Good Housekeeping, 57th St. at Eighth Ave., New York 19, N. Y.

GOOD HOUSEKEEPING
Magazine & Institute
A Hearst Magazine


Now fly Pan Am Jet Clippers across the Pacific...
as well as to Europe...and to South America!

Saturday Evening Post:
44% Noted by Men; 31% Noted by Women

GETTING THERE—*Ad overstresses increased carrier service, disregards fact that process of travel is not usual reason for going. Ad shows other people traveling, ignores reader, so he tends to ignore ad.*


Only your dreams get you there faster...
Pan Am Jets fastest by far to Bermuda Nassau and the Caribbean

Saturday Evening Post:
59% Noted by Men; 55% Noted by Women

END RESULT—*This ad capitalizes on potential interest in end results of travel: to be there. Reader can get involved in this ad and can picture himself in this idyllic spot.*

picturing the attractive after-use results that can be achieved through use of the product: the aura of beauty that is the epitome of how a woman wants to feel that she can look. How negative, in contrast, seem to be those cosmetic ads which attempt a "scare" technique and expect women to identify themselves with depressing "before" illustrations.

Building and decorating materials, although they are durable goods, are examples of products which are changed in form or appearance through use. As such, strange as it may seem, many of their most memorable advertisements tend to be based on the same premise as are cosmetic ads: the attractive results that can be achieved through use of the product. A picture of a completely finished and decorated room or house which we may imagine as our personal setting, for example, seems to have much more remembrance value than does a picture showing the mess and clutter of the building or decorating process.

When we go on a holiday, our purpose is usually to get somewhere—we rarely travel just for the sake of the ride. So, too, in the advertising of a service such as travel: We seem to be much more likely to remember those ads which show us the far-away places we'd like to visit ourselves than we are those which picture other people boarding a plane or sitting on the deck of a ship.

Gift Ads Are Different

Just as there seem to be exceptions to prove almost every general rule, so are there exceptions to some of these generalizations. For example, when packaged goods such as liquor or cosmetics are specially designed and are advertised as gift items instead of for personal use, then their most remembered ads may well be of the product-display type rather than the product-use. This still follows common sense, however, since as far as the purchaser himself is concerned, these items are actually given "as is" and their ultimate use or consumption is a province outside of his control.

Fortunately for many of today's advertisers, there will almost always be some very observant readers who are able to remember seeing ads which pictured a refrigerator in a showroom, happy people in an aspirin ad, or the lines and wrinkles in a before-use cosmetic ad. Copy research indicates, however, that most of us tend to remember best those advertisements which appealed to our own self-interest and did the best job of picturing for us the best possible reason why we should spend our money to buy the product or service in question. In this way, however, advertising can be equated with common sense, and herein lies its strength—and an answer to the $64,000,000,000 question. =

VAT 69
ONE SCOTCH STANDS OUT
THE LIGHTER...DRIER...SMOOTHER SCOTCH

Time: 23% Noted

BOTTLE AND GLASS—*This ad has the lack of distinction typical of usual bottle-and-glass ad. There's nothing new that has not been seen before, so nothing new to remember.*

A treasure for treasured friends
Four Roses
ANTIQUE
Kentucky Straight Bourbon

Time: 41% Noted

GIFT DECANTER—*Attractive decanter for gift-giving is example of what seems to be only really effective way to display bottle in liquor ad. Readers tend to remember ads that give information, ideas—this gave an idea for gift.*

Employe Communications . . .

Suggestion Plans on the Increase

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The general office manager who wrings his hands over the staggering turnover in office personnel could do himself a worse favor than ask himself this question: "How good is the two-way communication around here?"

In other words, how genuine are the opportunities for an employe to register a legitimate kick or to enter a constructive suggestion for improvement? The chances are that the company has no system which permits this and that, if it does, the system is so faulty that it might as well not exist.

■ There are plenty of general office managers who would scoff at the thought that a well-organized and sensibly administered suggestion plan could reduce some of these employer-employe divorcements. There are plenty, on the other hand, who can point to the reduction of human irritations sponsored by a suggestion plan and a consequent flattening out of the turnover curve. One of the greatest—and certainly one of the more obvious—benefits of a suggestion plan is that it affords a disgruntled employe the opportunity to get down on paper something that is driving the author batty. It is one of the most human and understandable of all desires, but a lot of companies sit contentedly on their corporate reputations and deny the employe the right of free speech; the most curious part of the situation is that the company itself might readily benefit from what the employe has to say.

The plain fact is that, among the more enlightened companies, suggestion plans are really in motion. Right now is the highest point yet achieved in volume of suggestions and money paid out for them. Figures for 1960 are not yet available, but in 1959, nearly $15,000,000 were paid out to more than 435,000 employes for their suggestions. The parent body—the National Assn. of Suggestion Systems—has polled a cross-section of its 1,200 members. The poll accounted for more than 6,000,000 employes who made suggestions, and more than one-quarter of these ideas were accepted.

■ Uncle Sam is the largest single employer using the suggestion system plan. At last report, nearly $3,000,000 had been paid out in awards for 97,802 acceptable ideas. In industry the use of the suggestion system is growing wider, with many of the older, larger and more distinguished of our corporations 'way up there in number of suggestions submitted and total sums paid out. IBM and General Motors are among the leaders; for example, the former reports receiving 2,169 suggestions in 1959 for every 1,000 eligible employes, while General Motors paid out more than $4,000,000 in awards in the same year.

The standard bonus represents about 10% of the savings realized through the adoption of the suggestion, although it is reported that—in some companies—the award has amounted to as much as 50% of the savings. Some awards of $10,000 have been reported.

The non-commercial benefits of a good suggestion system, however, still appear to exceed the folding money, or cabbage, benefits. If a typical employe can detect an organizational flaw, suggest a way to correct it and be paid for the suggestion, he is probably enough well satisfied with the cash, but he relishes quite as much the thought that he had a chance to sound off and saw something done about it. =

Salesense in Advertising . . .

The Big Pull with Small Space

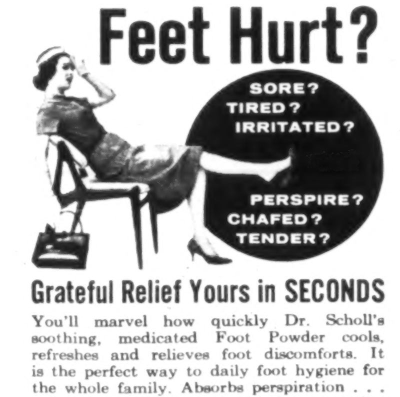
By James D. Woolf
Creative Consultant

James D. Woolf

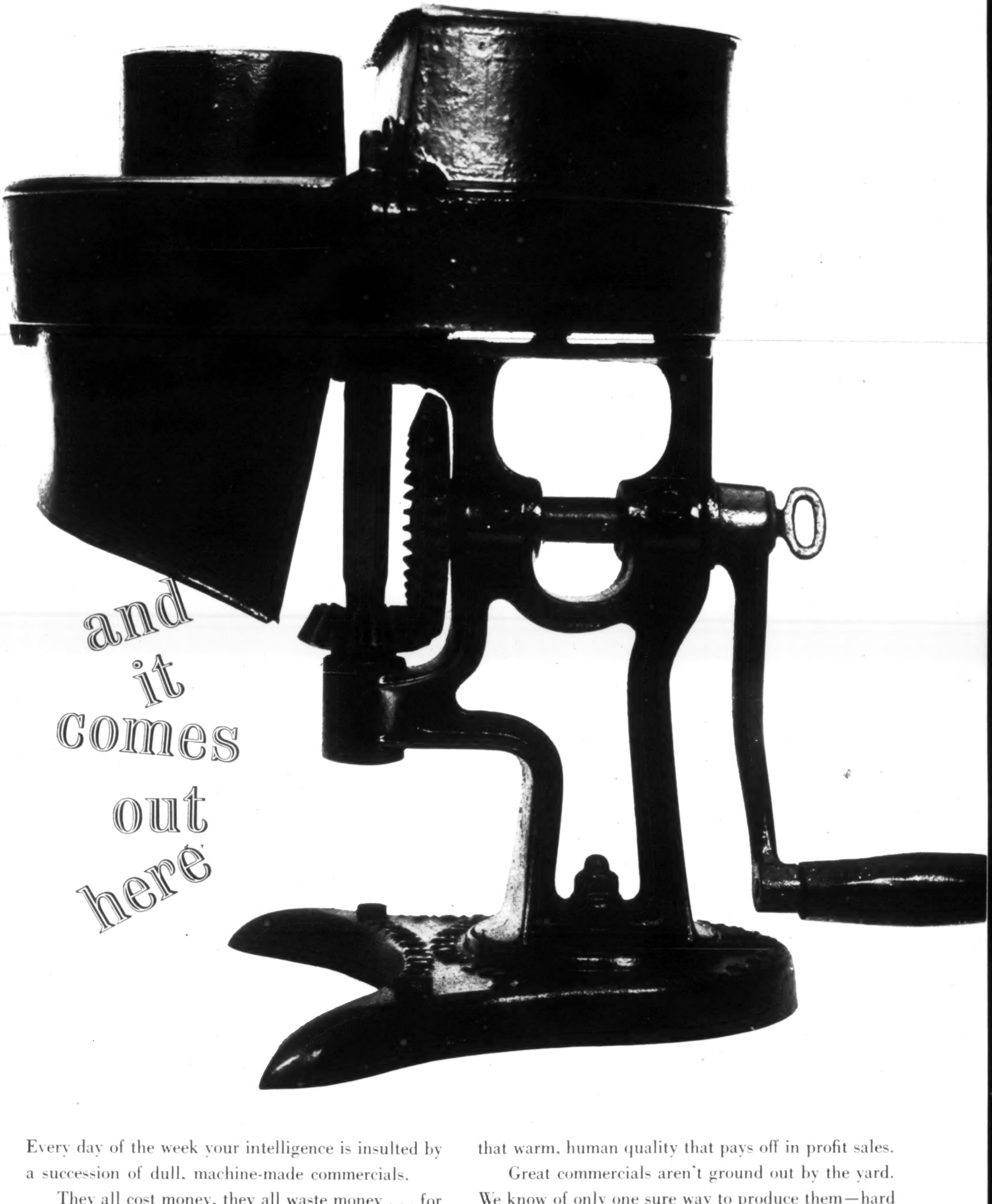
The trend in magazine advertising today seems to be in the direction of big space—full color pages, bleed pages, double-page spreads, and multiple gatefolds. Does this mean a good advertising job can no longer be done with small units of space? Are smashing, block-busting ads the real secret of success in advertising? Can an advertiser with small space units and high frequency hope to shape public opinion in favor of his products?

It is my conviction that it isn't the size of the space that puts *PULL* into an advertisement. At least size is not the most vital consideration. Dr. Samuel Johnson said two centuries ago that "the soul of the advertisement is the size of the promise."

I have no doubt that huge units of space tend to achieve certain desirable results for the advertiser—they stimulate the sales force, they impress the trade, and very likely they enhance the importance of the product in the eyes of the consumer. But they do not shape public opinion for a product when and if Dr. Johnson's "soul of the advertisement" is not in the copy. Huge size and red ink and thunderous pitch and clamor are not effective substi-


Feet Hurt?
SORE?
TIRED?
IRRITATED?
PERSPIRE?
CHAFED?
TENDER?
Grateful Relief Yours in SECONDS
Now Also
Dr. Scholl's SPRAY
Foot Powder $1.25
Dr Scholl's
FOOT POWDER

You'll marvel how quickly Dr. Scholl's soothing, medicated Foot Powder cools, refreshes and relieves foot discomforts. It is the perfect way to daily foot hygiene for the whole family. Absorbs perspiration . . . helps keep feet dry . . . . aids in preventing infection of Athlete's Foot and neutralizes foot odor. Also eases irritating friction of new or tight shoes. At Drug, Shoe, Dept., 5-10¢ Stores. 15¢, 40¢ Can. Large 75¢ Economy Size. Try it!



Every day of the week your intelligence is insulted by a succession of dull, machine-made commercials.

They all cost money, they all waste money . . . for time, for talent, for production . . . because they lack that warm, human quality that pays off in profit sales.

Great commercials aren't ground out by the yard. We know of only one sure way to produce them—hard thinking, inspired writing, and plenty of midnight oil.

The commercial is the payoff. . . . N. W. AYER & SON, INC.

tutes for credible benefits.

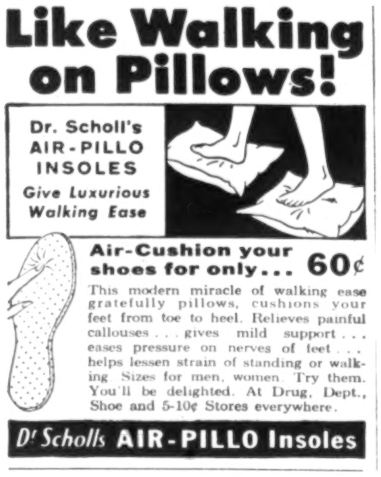
What is the largest business of its kind in the world has achieved its leadership with the aid of small space—three- or four-inch single column units—such as those shown here. I refer to the Scholl Mfg. Co. Dr. Scholl's products are available everywhere in drug stores, department stores, shoe stores and 5-10¢ stores. Few products enjoy such thorough distribution.

The Scholl ads are true salesmanship-in-print. They appeal to a need and promise benefits. The Scholl ads are selective, appealing openly and directly to readers with foot trouble. No irrelevant headlines, no teaser copy, no attempt to be cute or clever, no soft sell. For example: "Feet hurt? Sore? Tired? Irritated? Perspire? Chafed? Tender? Grateful Relief Yours in SECONDS."

The Scholl copywriter obviously exercises his noodle in finding a real hook—a quick, fast answer to a bona fide consumer problem. His headlines get at once to the heart of the matter. He does his selling almost entirely with words; he has no "scenery" to work with. The copy is simple, direct and factual, as follows:

"You'll marvel how quickly Dr. Scholl's soothing, medicated Foot Powder cools, refreshes and relieves foot discomforts. It is the perfect way to daily foot hygiene for the whole family. Absorbs perspiration . . . helps keep feet dry . . . aids in preventing Athlete's Foot and neutralizes foot odor. Also eases irritation friction of new or tight shoes. At Drug, Shoe, Dept., 5-10¢ Stores. 15¢, 40¢ can. Large 75¢ Economy Size. Try it!"

Depending on the product, small-space campaigns can be potent, and they deserve serious consideration by advertisers. #



Like Walking on Pillows!

Dr. Scholl's AIR-PILLO INSOLES

Give Luxurious Walking Ease

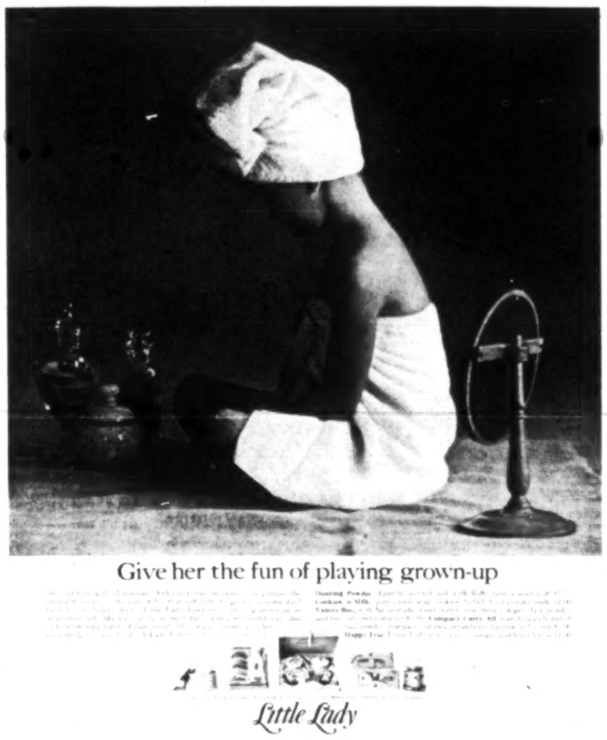
Air-Cushion your shoes for only . . . 60¢

This modern miracle of walking ease gratefully pillows, cushions your feet from toe to heel. Relieves painful callouses . . . gives mild support . . . eases pressure on nerves of feet . . . helps lessen strain of standing or walking. Sizes for men, women. Try them. You'll be delighted. At Drug, Dept., Shoe and 5-10¢ Stores everywhere.

Dr Scholls AIR-PILLO Insoles

The Creative Man's Corner . . .

To the Buyer, with Love



Give her the fun of playing grown-up

Little Lady

This ad is from *McCall's* and it looks almost as if it were one of *McCall's* own pages. We like its straightforwardness. We like its simplicity. We like its superb artistry. The copy matches the photograph in re-creating reality:

> "She's all little girl; all precious. And every once in a while you glimpse the eternal feminine . . . the part of her that will be truly grown up some day! Give her her heart's desire; Little Lady Toiletries . . . playing grown-up in an entirely ladylike way can be so much fun! (and a wonderful way, also, to form life-long habits of daintiness!) She's sugar 'n spice, give her everything nice, give her Little Lady Toiletries."

What a shame more advertising cannot be so true-to-life, so human—and, as a result, so compelling. #

On the Merchandising Front . . .

Image-Creation for No-Image Retailers

By E. B. Weiss

A top executive of Woolworth's recently remarked that "as stores move closer and closer to a single identity in merchandise, services and pricing—the need to achieve an individual image will call for more institutional types of advertising."

E. B. Weiss

I agree with part *one* of that statement. But with part two, I disagree! I don't "beg" to disagree. I just disagree. And completely!

For years I have been remarking that our giant retailers have been rushing pell-mell toward an Ike and Mike similarity. And for years, our giant retailers have vigorously denied that any such situation was in the making. So, with this conclusion of this Woolworth executive, I agree!

Now at least *one* giant retailer candidly admits that the new stores of giant retail organizations are moving "closer and closer to a single identity in merchandise, services and pricing." He might have added that they are moving closer also in store architecture, store decor, store fixturing, store display, store advertising.

Of course, this has been true of the variety chains for years. I have remarked on several occasions, going back many years, that quite frequently a woman shopping in a Woolworth store really didn't know whether she was walking the aisles of a Woolworth unit, a Kresge unit, or the store of any of two or three other variety chains, and couldn't care less.

But today giant retailers in the food, drug, variety and department store fields (these are the *only* types of retailers I am referring to in this discussion) are, as I remarked earlier, achieving an Ike and Mike sameness. The differences, for example, to the casual shopper between some of the new Woolworth stores and some of the new stores of retailers of other types are becoming minor, as the Woolworth executive has finally admitted.

However, when this Woolworth executive remarks that this peas-in-a-pod sameness calls "for more institutional types of advertising"—here I part company.

A *no-image* retailer can rarely achieve a *distinctive* image through advertising!

▪ Ohrbach's runs a distinctive type of retail operation. Ohrbach advertising starts with a unique retailing concept—and uniquely interprets that unique concept to the shopping public. I might add that Ohrbach's has unswervingly followed its fundamental *store and advertising philosophy* for well over *three decades*—a record unmatched in the annals of retailing!

But asking advertising to create a distinctive image for a retailer who has scarcely an *iota* of distinction is asking advertising to perform just about the impossible.

▪ It is an odd fact that every one of our major retailers started out as a unique type of retailing. This was true of the early department stores—the founders of Wanamaker's, Macy's, Marshall Field started retail ventures that were wonderfully different in that era. The early mail-order houses were unique. Ditto for Frank Woolworth and his five-and-dime. Ditto for the drug pine-boards. Ditto for the early food supers.

But with the possible exception of mail-order—especially at Sears, where the mail-order division has made a remarkable record of blazing new trails—each and every one of these retailers has lost most, if not all, of its original points of difference. This is, of course, especially true in their new stores. What is more, the trend toward sameness continues—with increased momentum.

Some day, somehow, this race toward sameness among our giant retailers must stop. It must stop because there must eventually occur a saturation of their identical one-stop stores—this may be very close at hand right now. It must stop because their net profit statements furnish positive evidence that this is not the road to a good net profit ratio or to a good return on investment—never before have so many large retailers done so miserably, on net profit ratio and return on investment, as have most of our giant retailers for the last few years.

There is absolutely nothing on the horizon to suggest a reversal in this dismal profit performance; it can only worsen. Unless 1961 shows a powerful economic upsurge, the net profit percentage and return-on-investment record of most of our giant retailers will be abominable! And even a powerful economic upsurge may permit no better than a holding action in this respect.

▪ But unless and until several giant retailers achieve a philosophy of retailing that isn't simply "*me too*"—there is little that so-called institutional advertising can do to free them from the chains of "me too."

I would also say that even if some giant retailers succeed in breaking away from the pack in fundamental policy and procedure—the chances are *slim* that any of them will accept *truly brilliant* image-creating advertising. And the chances are *even slimmer* that any of them—if they do accept such advertising—will back it with *sufficient funds* and continue it, untouched and unmarred by meddling, year after year after year.

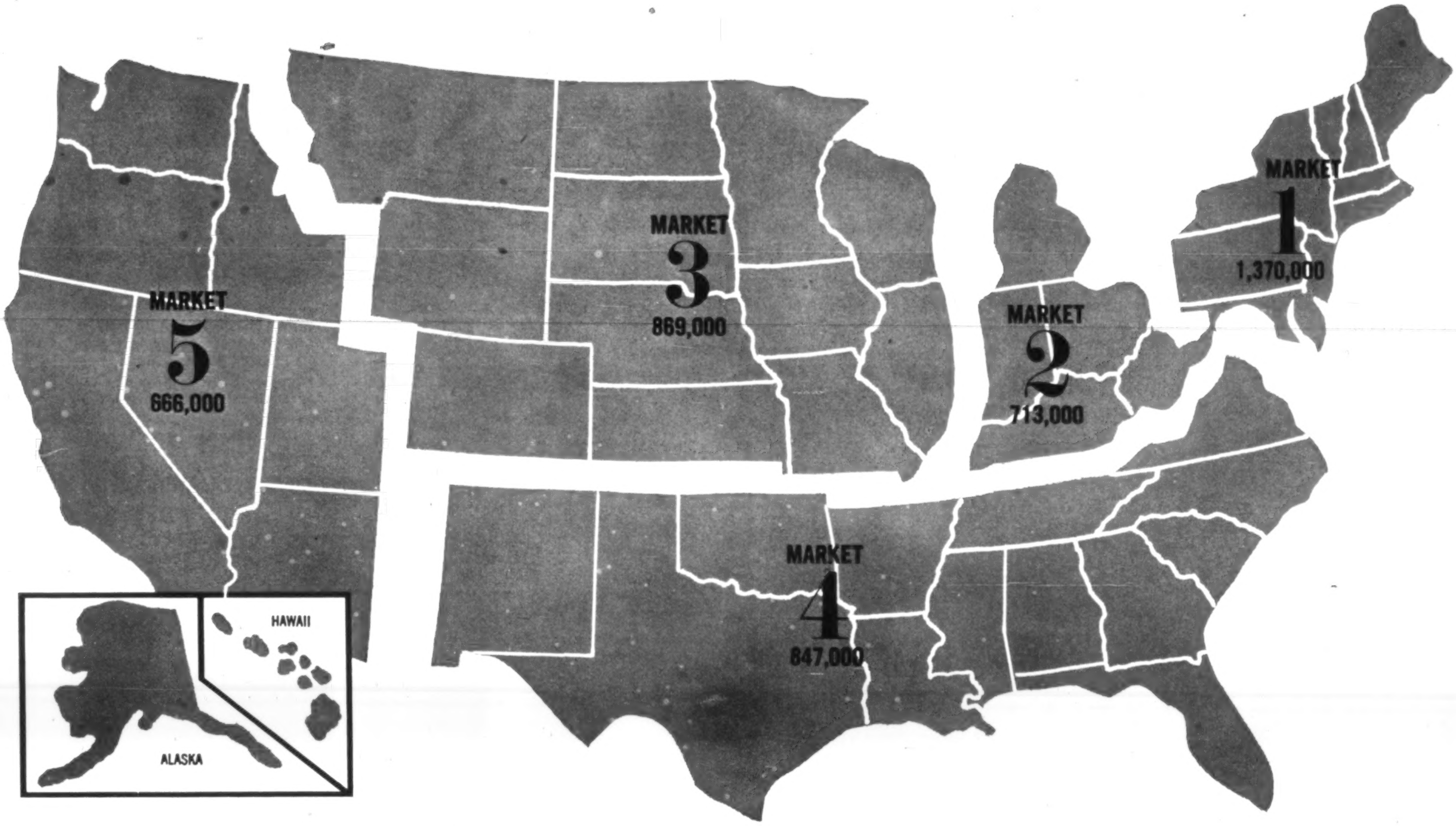
I think the record backs up those assertions!

However, I am sufficiently optimistic to have faith that one or two giant retailers will ultimately evolve a brilliant new philosophy of retailing geared and gaited to the requirements of our modern society—and that they will also be sufficiently astute to back up that wisdom with an equal wisdom in appropriating the necessary funds for advertising to plant that new image deep, deep in the minds of millions of shoppers.

And, finally, I am hopeful that these few brilliant retailers will take a leaf from the Ohrbach book of experience and continue, year after year after year, to give creative talent the reins in uniquely interpreting that unique image to the public. #

Another Good Housekeeping First in the Women's Service Field!

"MATCH-A-MARKET" PLAN



5 REGIONAL EDITIONS

SPACE: Full pages, double columns, horizontal half-pages. B/W, 2 color or 4 color.

BLEED: full pages free, 5% extra ½ and ⅔ pages.

MARKETING AIDS: a variety of merchandising services:
- Retail promotions • Consumer Panel market surveys
- Hearst Trading Area System of Sales Control • Buyers Guide Listing

CONSUMERS GUARANTY SEAL: available to regional advertisers meeting requirements; provides unique sales power based on tremendous public confidence. 4 out of 5 women* are influenced in buying decisions by Good Housekeeping Consumers Guaranty Seal.

Share the prestige enjoyed by leading advertisers in the unique climate of confidence achieved only by Good Housekeeping.

*Crossley S-D Surveys

1	**NORTH EAST** **Full page, b/w**	**$6,750**
2	**EAST CENTRAL** **Full page, b/w**	**$3,700**
3	**WEST CENTRAL** **Full page, b/w**	**$4,450**
4	**SOUTHERN** **Full page, b/w**	**$4,350**
5	**PACIFIC** **Full page, b/w**	**$3,550**

Figures shown in each marketing region on map represent circulation base, March, 1961

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

Guaranteed by Good Housekeeping

©HEARST CORP. 1961

Visual Book Review . . .

Artist-Adman Zeroes in on 'The Waste Makers'

The following slide talk, a breezy and novel review of Vance Packard's new book, "The Waste Makers," was delivered by Jack Roberts, creative director, Carson-Roberts Inc., Los Angeles, who also drew the cartoons. First presented in San Francisco at the Container Corp. marketing seminar (with Vance Packard as fellow-panelist) late in 1960, it was repeated for the Orange County Ad Club.

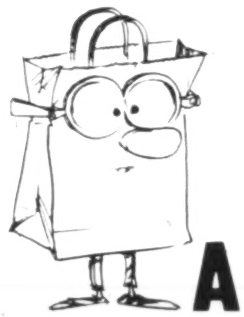
By Jack Roberts Creative Director, Carson-Roberts Inc., Los Angeles

Greetings, fellow Status Seekers! Curiously enough, Vance Packard has written a book about us! But perhaps you're not compulsive about your social or professional standing. Maybe you're a sick social scientist who's sold out to sales, or worse, an advertising agency man, slyly Hiding your clever Persuasiveness? Hello! Mr. Packard has written a book about you, too!

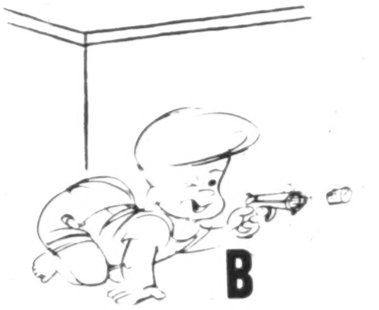
Now, if neither of these books concern you, our author's latest publication should. It's called "The Waste Makers"; *Salesweek*, in a glowing book review, calls it "the most savage attack on marketing yet." They accuse Mr. Packard of labeling marketers as "evil, greedy men who debase American life by making gluttons of us."

I'm not so sure that this book is, in truth, a savage attack on marketing, but its subject is surely an area of concern . . . so if you evil, greedy men will pause in your debasement, I will present, for your consideration, a visual book review of "The Waste Makers" (your 1961 Packard).

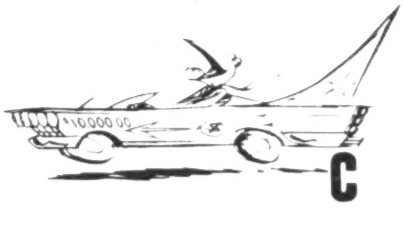
Waste makers, it seems, are those who "seek to make their fellow citizens more prodigal," which is to say, more recklessly extravagant. Let's throw some light on the ABC's of this Live-it-upmanship:



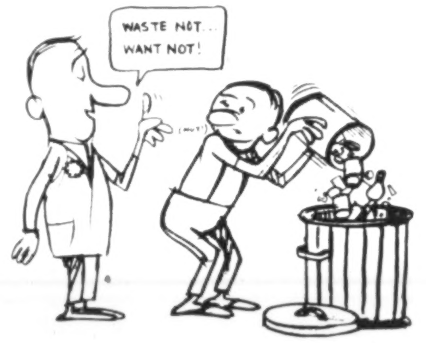
1—*"A" is for Advertising and Marketing Man . . . he is the prodigal son of the book. When stores and shelves aren't overstocked and over-stacked, he's a Sad Sack.*



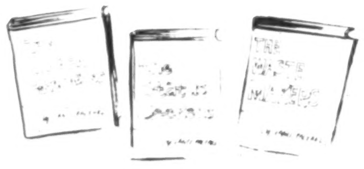
2—*"B" is for Babies . . . and the postwar baby-boom. Packard tells us every 11 seconds the U. S. marketer is presented another bundle of joy. Another "new prospect" for "toy pistols, motorcars, hi-fi sets, powerboats, mixers and a casket."*



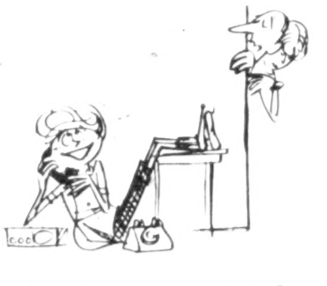
3—*"C" is for Consumerism and slogans like, "You auto buy now!" It implies, we are told, "strategies that would make Americans in large numbers into voracious, wasteful, compulsive consumers."*


WASTE NOT...
WANT NOT!

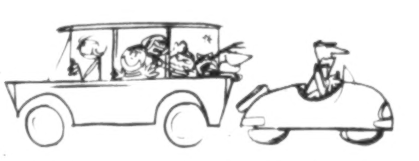
4—*The author, understandably, takes a dim view of all of this, as well as the sly marketing strategies being employed to stimulate colossal consumption. Strategies like:*



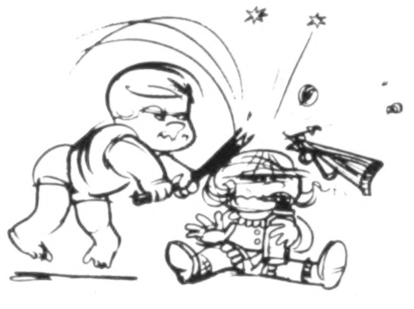
5—*"There's Always Room for More" . . . the title of Chapter Four. I choked on my chuckle over this when I came across a reference to one of Our Clients . . . another of the Big Four, Rose Marie Reid . . ." and our (Carson-Roberts) swimsuit ad "for Sun, for Swim, for Psychology." Flushed with guilt, I realized I'd been a party to the notion that a gal might need more than one swimsuit.*



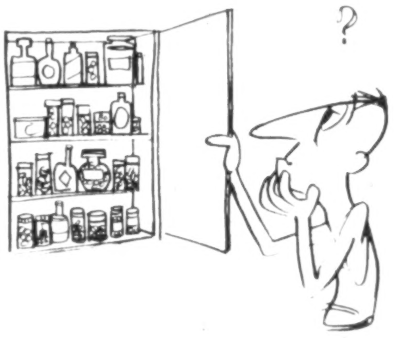
6—*But I wasn't alone, no less than the American Telegraph & Telephone was equally guilty of the Double-Play by suggesting "that families install a second, entirely new (telephone) line into the house!" Why? Get this . . . "for . . . extra . . . convenience!"—of all things.*



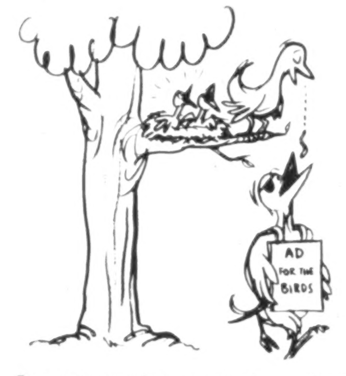
7—*We learn, further, that the dire Double-Play begins with a double-ring ceremony, and continues through Detroit's emphasis on multiple carburetors, dual exhausts and two-car families . . . all fostered by "aggressive advertising and selling campaigns." It's a threat to our values, as are all those kids.*



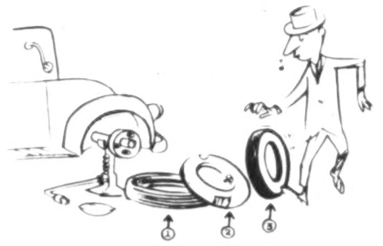
8—*And our children are having planned obsolescence drummed into their little heads with breakable plastic toys. But this is child's play compared to . . .*



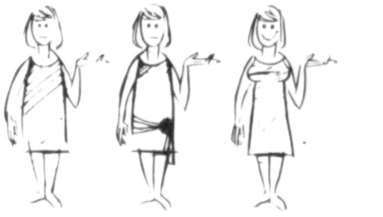
9 . . . *the throwaway strategy employed by the pharmaceutical houses. "Billions of pills" are wasted through incomplete labeling and the proliferation of brand name drugs. The reader must agree, here.*



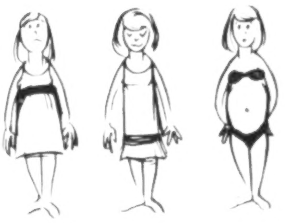
10—*Our perspective restored, we find in the chapter, "Progress Through Planned Obsolescence," that manufacturers are deliberately planning product shoddiness, and that some of these birds "are skimping on their products in order to feed advertising and sales costs."*



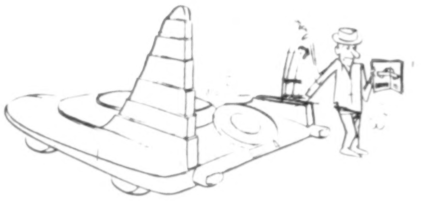
11—*Packard points to three ways that products can be made obsolescent: (1) by becoming outmoded . . . obsolescence of function, (2) by breaking down or wearing out (according to plan) . . . obsolescence of quality and (3) by becoming less desirable although still sound . . . obsolescence of desirability. The latter, he notes, is fraught with "overtones of manipulation."*



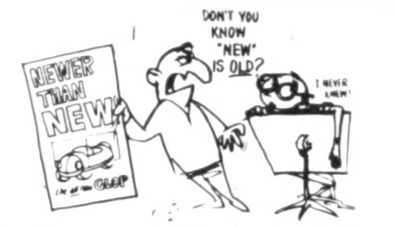
12—*Style change effects obsolescence of desirability several ways. For example: (1) by a change of predominant color . . . here, Packard hints at industry color collaboration, "if not outright conspiracy," (2) style change by the degree of ornamentation and (3) finally, by changing the profile, i.e., fashion's hemline. He calls this, breathlessly, "running up-and-down-stairs." The dark at the top of the stairs is documented in a quote from a Neiman-Marcus buyer . . .*



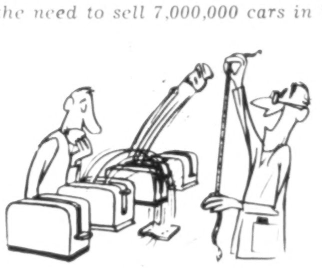
13 . . . *(in explaining why bikinis would be the big item for 1960): "The well-traveled waistline has been going up and down since fashion de-emphasized the bosom, and the spotlight is now on the navel." From pleasant navel contemplation we're transported to Detroit, and here once more agree . . .*



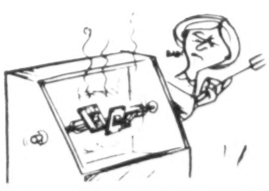
14 . . . *that tail-fins have had their ups and downs, which cause us to suggest the telescoping fender-fin, like a collapsible cup (that is if it wouldn't create obsolescence).*


DON'T YOU KNOW "NEW" IS OLD?
I NEVER KNEW!
NEWER THAN NEW
GLOP

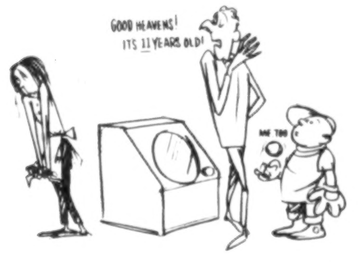
15—*We go along with a quote commenting on an advertisement for the least-changed of the '57 model cars which used the word "NEW" 20 times in the copy, and likewise, as did the quote, "find it difficult to assume that such complete and utter nonsense is justified by the need to sell 7,000,000 cars in '57."*



16—*Consumer Union reports are used heroically to document the book's decline of quality thesis: Self-timing toasters, in a test, were found to be defective, hazardous—and only three out of 22 tested high. Retailing Daily provided more ammunition . . .*

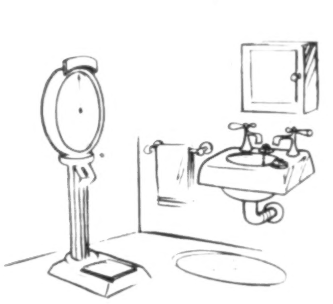


17 . . . *by reporting that "switches on rotisseries have been turning bad lately."*


GOOD HEAVENS! ITS 11 YEARS OLD!
ME TOO

18—*Home Furnishings Daily contributed also, with the headline, "Obsolescence to Key Westinghouse Drive." Dealers, Packard notes, were urged to point out "how obsolete 1949 appliances are."*

19—*In the chapter, "Fashion Lines for the Kitchen," he somehow moves in a standard double bed, and reveals that U. S. Steel "in 1960 prepared a massive campaign to change American ideas about the right size for a bed." They were reported ready to spend a million dollars to put consumers into larger beds (the cot thickens)!*



20—*In the same chapter we learn of a bathroom scales manufacturer who is planning "new designs that would make obsolete the scales that are already in 60% of American homes." (That's obsolescence on a grand scale!)*

LIKE IT'S THE LATEST!

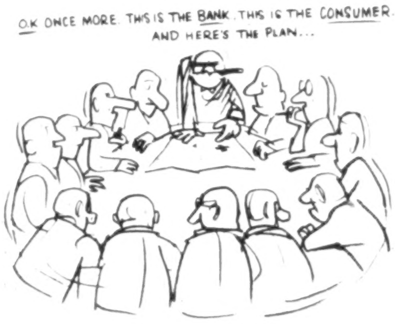
21—*Another large-scale obsolescence possibility was the introduction of mass-produced homes with latticed windows and steeply pitched roofs . . . here, he reports, through the aegis of a "consultant on marketing strategy," that "the trend to small windows might . . . outmode every home in the nation with a picture window." (The promised land could become Disneyland!)*

22—*In Chapter 14, we're informed that Diner's Card-type indebtedness is becoming "a way of life in this country." Marketers can exploit the credit-card craze by following the Freudian's analysis, wherein credit cards have become "symbols of power and inexhaustible potency."*

23—*The promotion of hedonism is another "calculated marketing strategy," says V.P. "Advertising agencies in their house organs (!) declared that the puritanism still lurking in many Americans should be a major target."*

24—*"A new age of elegance" is offered as an answer to Puritanism, and Packard attests to this "craving for elegance . . . Gold-plated bathroom faucets are soaring in popularity," he says, "as are gold-plated toothbrushes!"*

25—*Further evidence of creeping Elegance: a domestic champagne producer whose advertising "has begun urging married couples to break out champagne for breakfast." Crackle! Snap! Pop!*


O.K ONCE MORE. THIS IS THE BANK. THIS IS THE CONSUMER... AND HERE'S THE PLAN...

26—*The consuming public is being urged by plotting marketers to break out also—out of their old inhibitions and live it up. It sounds, to Packard, like a vast nationwide conspiracy.*

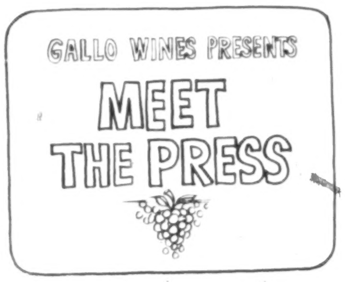
27—*Conspiracy or not, the psychological implications in marketing method he reveals are fascinating: "Belts are now being encased in a psychologically potent package" . . . because, he says, "To the normal, healthy, energetic woman, a hanging belt is not a symbol of virility or quality."*

28—*He follows this with a chapter on "Progress Through the Proliferation of People" . . . "a development pleasing to marketers was that young people were marrying at an early age." Through bountiful breeding, marketing turns materialism into patriotism.*

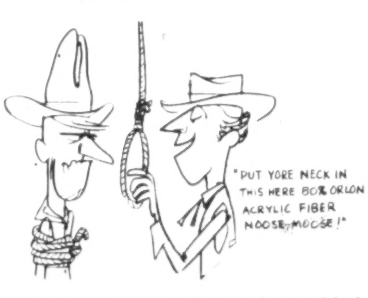
29—*A quote from the next chapter, "Wearing things out does not produce prosperity, but buying things does" . . . sounds as threatening to Packard as a line from Huxley's "Brave New World." (Or is it more Stevensonian?)*

INSTANT CAN

30—*In his understandable concern with our vanishing natural resources, he reveals a certain "can consciousness"—the average family, he says, throws away about 750 cans every year. (An uncanny fact!) He takes note of a tv commercial that actually showed a pleased housewife dropping a metal can into the wastebasket; and early in the book states, "In the lifetime of many, if not most, of us, Americans will be trying to mine old forgotten garbage dumps for their rusted tin cans." He takes a deserved swipe at the shaving cream ad with the gal claiming "The Biggest Can," and caps his can-did comments with three references to McCann-Erickson!*



31—*Television is agreeably criticized in a chapter on "The Commercialization of American Life." We note "an indication of better tailoring of program type to advertiser," which seems reasonable, but the reported forceful injection of commercial copy into the program content . . .*


"PUT YORE NECK IN THIS HERE 80% ORLON ACRYLIC FIBER NOOSE, MOOSE!"

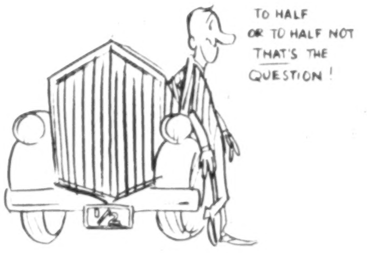
32 . . . *is less believable, and would be news to most tv advertisers.*

33—*Mr. Packard concludes his book with some suggested courses of action: For example, we could begin by restoring pride in prudence.*

OK
AMA
PARENTS SEAL

34—*We can restore pride in quality, perhaps by legislating required labeling on products, listing standards of quality, and subscribing to "Consumer Reports."*

35—*In any case, something must be done, for we are "suffering from a surplus of happiness." Perhaps we are. He advances the hope, which I share, that perhaps the infant institution, advertising, will develop an idealism, a deeper sense of responsibility, and a mission to improve man in ways that will have enduring value." While we can agree in this hope, "The Waste Makers" remains a book full of half truths, half-quotes . . .*


TO HALF OR TO HALF NOT THAT'S THE QUESTION!
1/2

36 . . . *and some half-asked questions. Does marketing have the manipulative power over the consumer that Mr. Packard suggests? Or is it a reflection of consumer attitudes? In the buyer-seller relation, who's doing what to whom? Has Mr. Packard underestimated the power and independence of the American consumer?*

37—*That's the key question, and with it —that's the wind-up!* ≠

Long-Bell to Nelson

Long-Bell division of International Paper Co., Longview, Wash., has appointed Nelson, Pedersen & Allen, Portland, to handle factor advertising for lumber, plywood, flakeboard and products such as kitchen cabinets, doors, flooring and millwork, effective Feb. 1. The account, which bills under $100,000 a year, is presently being handled by Potts-Woodbury, Kansas City.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Merchandising Ideas

Warner Uses 2-Purpose Ad

• Warner Bros., New York, has launched an international merchandising campaign for Joshua Logan's Technicolor production of "Fanny" with a page ad in the *New York Times*, which it calls the first of its kind ever used for a motion picture. The back page ad, featuring Leslie Caron, Maurice Chevalier, Charles Boyer and Horst Buchholz, under the headline, "Everybody wants to go with Fanny," was aimed both at the general movie-going public and at agencies, manufacturers and retail businesses. To the latter group, the ad proposed discussing promotional tie-ups with the Warner Bros. exploitation-promotion-merchandising manager, I. W. Grossman. "Fanny" is scheduled for release this summer. The story of the Marseilles waterfront was filmed on location in France.

Everybody wants to go with Fanny...

FOR EVERYBODY—*Warner Bros. used this back page ad in the New York Times aimed at both the public and agencies, manufacturers and retailers.*

St. Louis Map Promotes Area

• A wallet-size, detailed map of downtown St. Louis, which snaps open from a star-shape fold, is being distributed by St. Louis business men as a promotion for the area. The multi-colored map, which even shows direction of traffic on one-way streets and locations of major downtown stores and hotels, is available to members of Downtown St. Louis Inc. at a cost of from 7¢ to 8¢ each for distribution to their customers. The map gained attention from St. Louis printers, who noted the map was printed in West Germany. The tricky fold, according to a local printer, is one he couldn't duplicate for the price, and another local printer bought quantities of the map to give to his customers.

Clean-Up Time Promoted

• Free promotion materials for Spring Clean-Up Time, a major merchandising event for Arm & Hammer Sal Soda Concentrated, now are available from Church & Dwight Co., 70 Pine St., New York. The materials include 17x22" posters in color and die-cut shelf talkers for point of purchase use, plus six ad mats, also available as reproduction proofs. Spring Clean-Up Time continues throughout the home cleaning season—from the first thaw to picnic time, according to Patrick F. Curran, Church & Dwight vp in charge of advertising.

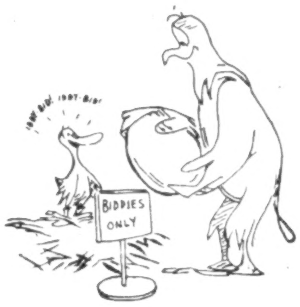
IT'S SPRING
CLEAN-UP TIME
SAL SODA

CLEANUP TWINS—*Jean and Barbara Lau hold a 17x22" color poster proclaiming Spring Clean-Up Time, a merchandising promotion of Church & Dwight Co. for its Arm & Hammer Sal Soda Concentrated. Other promotional materials for tying in Sal Soda and related housewares and cleaning aids to spring cleaning are available from Church & Dwight.*

The promotion offers merchandisers an opportunity to make extra sales and profits from brooms, brushes, rubber gloves and other housewares, along with washing soda, Mr. Curran said. He urged stores to set up a central Spring Clean-Up Time display, using the theme also in flyers and handbills as well as newspaper ads and direct mail pieces. Promotion materials may be obtained from Church & Dwight or brokers and salesmen.

Book Spoofs Government

• "Strictly Birdsmanship" ("Or: How to lay the egg that kills the golden goose") has been published by Benson-Lehner Corp., 1860 Franklin St., Santa Monica, Cal. Author, Bernard Benson, who earlier satirized modern engineering in "Engineersmanship," now humorously comments on some of the problems in the partnership between government and industry in the area of scientific research and development. The book is liberally illustrated with cartoon-type drawings by Jack Roberts, creative director and one of the principals of Carson/Roberts, Los Angeles agency.



BIRDSMANSHIP—*Drawings like these by Jack Roberts, of Carson/Roberts, illustrate a new book, "Strictly Birdsmanship," which satirizes problems of government and industry.*

According to the author and illustrator, "'Engineersmanship' was published to give the engineer a one-up position . . . Engineers were several hundred million dollars ahead when the score was last checked. With humble apologies and in a sincere effort to make amends to our friends in the government, 'Strictly Birdsmanship' is published. Its success will be measured by greater government spending, reduced profits for industry, and the rights to all technology and inventions secure in the hands of the government."

Match Boxes Boost Launtex

• Cowles Chemical Co., Cleveland, is distributing to its customers and prospects match-filled containers which duplicate in miniature the containers for its Launtex commercial laundry detergent. Cowles' Launtex three-color label is reproduced on the match containers, with its slogan, "Matched detergency." The containers are manufactured in Italy and sold in the U.S. by Continental Match Co., a division of Lion Match Co. ≠

LAUNTEX
MATCHED DETERGENCY
LAUNTEX AND DETERGENT SILICATE

MATCHED DETERGENCY—*Cowles Chemical Co. is distributing to customers these matches in containers resembling the company's Launtex detergent boxes.*

Ovaltine Uses TV, Premium to Promote New Flavor

Ovaltine Food Products, Villa Park, Ill., a division of Wander Co., has launched a six-week national spot tv campaign featuring self-adhering replicas of official emblems of five Swiss ski resorts. They are inserted behind the label of Swiss chocolate flavor Ovaltine jars. The promotion is the first for the flavor, introduced in October. The tv drive began Jan. 20 in all major markets. Tatham-Laird, Chicago, is the agency.

Allston, Smith Adds Two

Allston, Smith & Somple, Greenwich, Conn., has been named to handle advertising for the research division of Consolidated Midland Corp., Katonah, N.Y., drug manufacturer. Allston, Smith also has been named to handle consumer advertising for the lawn, garden, tree and shrub spray service of General Spray Service, Katonah.

'Connecticut Golfer' to Bow

A new monthly magazine, *Connecticut Golfer & Country Club*, will be launched in May. There will be six issues in 1961. Arnold Kupper is publisher. Offices are located at 1010 Wethersfield Ave., Hartford. Initial run will be 20,000. Rate for a b&w page one-time is $570.

In TAMPA-ST. PETERSBURG You Sell the Negro only if you Buy WTMP... Rounsaville Radio

In fast growing Tampa - St. Petersburg 129,000 Negroes spend $66,180,620.00 annually on consumer goods. It's definitely a big spending market! And you reach it only with Rounsaville Radio's WTMP—only all Negro-Programmed station in Tampa - St. Petersburg! Top rated by both Pulse and Hooper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WTMP, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Six Rounsaville Radio stations reach 1,433,915 Negroes with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio programming exclusively for the Negro with Negro disc jockeys and personalities, speaks with believability. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in These Six Big Markets... With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS
3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE
Owner-President

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO.
Nat'l. Rep.

DORA-CLAYTON
Southeastern Rep.

"Send me a man who reads!"
INTERNATIONAL PAPER

Richard C. Doane, President of International Paper Company, comments on the power of reading . . . and advertising . . . for National Advertising Week, February 5 to 11

"Reading is essential...men who read more buy more"

"Our own advertising, which says: '*Send me a man who reads*,' has generated requests for half a million reprints in less than six months. This vividly demonstrates the power of—and interest in—the Printed Word.

"Of course, only certain men respond to a message like this. But they are the very ones we want to reach, the men in command. The beauty of advertising in print—where 75 per cent of the total is today—is that it selects just such readers.

"If you have goods or services to sell, I commend to you the power of the printed page. For men who read are generally those in a position to buy."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

MACON
AUGUSTA
COLUMBU
AVANNA

Play this winning foursome

Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

John Strubing, 62, Retired Compton Agency Exec, Dies

LYME, CONN., Jan. 31—John K. Strubing Jr., 62, who retired as vice-chairman of Compton Advertising, New York, two years ago this month, died at his home here Jan. 28 of Hodgkins disease.

J. K. Strubing Jr.

In a memo to the Compton staff, Barton Cummings, president, credited Mr. Strubing with greatly aiding the agency's growth. "Jack was one of the first, and in my opinion one of the greatest all-around marketing men in the advertising agency field," the memo said. "While at Compton he went to great pains to train, with considerable patience, younger men."

When Mr. Strubing retired, he told ADVERTISING AGE that people at Compton had to quit at 60 because of pension plan provisions. But his enforced retirement didn't bother him. "I must be inherently lazy," he said. "My time is my own to do with as I please."

He had taken a six-month leave of absence prior to the effective date of his retirement, and he spent that time doing "inconsequential things—golf, fishing, shooting." Then he started training a gift Labrador retriever named Ichabod. "It took me two days to build him a doghouse—at more expense per square foot than it cost to build my own home," said Mr. Strubing wryly.

■ It was Mr. Strubing's intention to spend his retirement at "some university where I could give a series of talks to illuminate the advertising business. If understanding this business can be spread around, we may get some good people in it who are now shying away from it, and we may keep out some others who should never get into it."

He also had an idea he'd like to do some consulting with advertisers not in competition with Compton clients. "I'd dearly love to observe agency solicitations and help advertisers make the right agency choices," he said.

Mr. Strubing did get to do some consulting work, but the onset of the disease that was to prove fatal kept him from doing the other things.

After Princeton, where he was quarterback on the football team and where visiting co-eds tagged him "Merry Legs," Mr. Strubing got a job as a board boy in a Philadelphia brokerage. Then, in turn, he worked for a public utility, a bank, a flour and feed mill, and a plush mill, where, he said, they turned out "the stuff they put on auto cushions before nylon and vinyl."

■ He entered the ad business via the old Eugene McGuckin Co., which preceded the Geare-Marston shop. From there he moved to New York and Young & Rubicam, where he served briefly as contact man on International Sterling. Later he said, "I'm still not sure whether I quit or was let go. But I didn't like New York. I was just a suburban boy from Philadelphia, and I didn't like bachelor quarters in Tudor City."

Mr. Strubing returned to Philadelphia and a job at the *Ledger*. Later he moved to Rohrabaugh & Gibson, and in 1939 he went on to Compton.

A Marine Corps officer in two world wars, Mr. Strubing was inclined to gloss over his service in World War II with the crack, "I procured women in Detroit." It was his way of saying he served as procurement officer for the Marines' distaff auxiliary.

On his return to Compton, he was assigned to a major account. At his first client meeting, he disagreed forcefully with a client's opinion. "I had bursitis at the time, and that didn't do my disposition any good. I said what I thought, but I used four-letter Marine Corps words," he said. In 48 hours he was off the account.

After 19 years at Compton, he told an interviewer, he had no regrets about his automatic retirement. "I object to older men who stay around, taking income and keeping the lid clamped on younger guys," he said. #

Wagner Joins Maescher

Robert O. Wagner, former assistant ad manager of White-Rodgers Co., St. Louis, has joined Al Maescher Advertising, Clayton, Mo., with contact and creative duties.

MORE GOOD LEADS FOR YOUR SALESMEN!

Are your salesmen
spending far too much of their time—
and of your money—"bird-dogging" for prospects
when they should be *selling?*
Why not jump the fire-power of your entire force with
a printed lead-getting program
paced to their needs?

You and your creative staff will find here at Donnelley's an expert knowledge of tested programs for locating interested prospects. At the moderate extra cost of good printing you will get a bonus of help in many forms:

$ Ideas and techniques tested in use $ Use of "stopper" illustrations $ Design that prints and adds wallop to the complete "package" $ Copy editing $ Ideas for heads and subheads $ Help in planning including valuable "second-guessing" on plans already sketched out

Consult us without obligation. Write for a copy of our new booklet "Getting Leads for Your Salesmen." No charge whatsoever. Or reach for the telephone NOW and say, "When can we get going?"

The Lakeside Press
R. R. Donnelley & Sons Company
350 East Twenty-second Street, Chicago 16
CAlumet 5-2121

Sales offices also at:
220 East 42nd Street, New York 17, YUkon 6-1144,
3460 Wilshire Boulevard, Los Angeles 5, DUnkirk 5-2946

This is the rural South!

What Better Prospect for Life Insurance!

The Southern farmer has much to preserve for a family that's larger than average! Cash income on Southern farms is over $10 BILLION a year. In 1960, cash reserves of Southern farmers in the form of bank deposits and government bonds rose to $8.9 BILLION. And the trend is UP! U.S. farms—half of which are in the South—now average $55,000 in assets per farm—an increase of $31,000 since 1950!

Due largely to this agricultural progress, the life insurance business in the South has shown amazing growth over the past decade. From 1954 to 1959, life insurance in force in the South increased from $79.4 BILLION to $135.3 BILLION—*a 55% rise in insurance coverage per capita*. And the end is nowhere in sight!

To sell life insurance—or any other service or product for the home or farm—to prosperous Southern farmers, your most effective advertising medium is The Progressive Farmer. It delivers 1,408,000 subscriber families—most of whom are not reached by national magazines. In fact, an advertisement in Life, Look, and The Saturday Evening Post combined *misses 84% of The Progressive Farmer readers!* Don't *you* miss out—do something about it today!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

National Catholic Family Magazine
Produces Magnificently
APRIL ISSUE CLOSES FEB. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

Doherty, Clifford Names 5

Robert Dolobowsky, formerly vp and art director of Grey Advertising Agency, has joined Doherty, Clifford, Steers & Shenfield, New York, as vp in charge of art. DCS&S has promoted Klaus Werner, previously a member of the research staff, to commercial production assistant in the tv programming and production department and Helen C. Ryan from assistant account executive to account executive, the agency's first woman account exec. DCS&S also has elected two executives to the board of directors: Stever Aubrey, vp and account supervisor, and John R. Rockwell, vp, assistant to the president and an account supervisor.

NVPA Competition Set

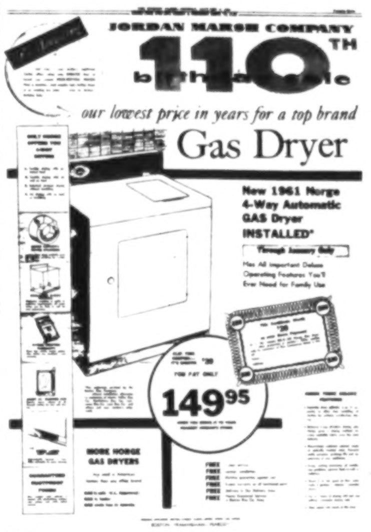
Competition for the eighth annual awards of the National Visual Presentation Assn. will close March 6. It is jointly sponsored with the Sales Executives Club of New York. The contest is open to "every user or producer of visual presentations," and each visual will be judged primarily on how successfully the visual accomplished the communications job it was designed to meet. Entries should be sent to the awards competition committee, National Visual Presentation Assn., 19 W. 44th St., New York.

Premium Ads Up 4.4%

Premium advertising volume in 1960 was 4.4% ahead of the previous year despite a 2.3% drop in the last half, according to *Premium Practice*.

NATA Names Denver Transit

Denver Transit Advertising Co., Denver, Colo., has been elected a member of National Assn. of Transportation Advertising.


JORDAN MARSH COMPANY
110TH
birthday sale
our lowest price in years for a top brand
Gas Dryer
New 1961 Norge 4-Way Automatic GAS Dryer INSTALLED*
Through January Only
Has All Important Deluxe Operating Features You'll Ever Need for Family Use
YOU PAY ONLY
149.95
MORE NORGE GAS DRYERS

DRYER SALES—*A newspaper ad by Jordan Marsh Co., Boston, arranged through Northeast Distributors Inc., Boston Norge distributor, sold 67 gas clothes dryers in the first day and a half after it appeared. The ad is part of a month-long Jordan Marsh gas dryer campaign.*

Why Breck "Banish" sales went up 21% in a falling market

"The medicated shampoo market was falling when our first Banish advertisement appeared in Reader's Digest," says Edward J. Breck, president of John H. Breck, Inc. "Yet our sales actually *increased* by 21 per cent."

Research showed that readers were particularly impressed by the advertisement's frank statement, "There is no absolute cure for dandruff." Mr. Breck comments, "The Digest reader *expects* this kind of honesty."

As its Digest advertising continued, Banish sales topped all previous highs. "Reader's Digest gave our sales a stimulation that other media had not produced," Mr. Breck states. Banish print advertising now appears exclusively in the Digest.

* * *

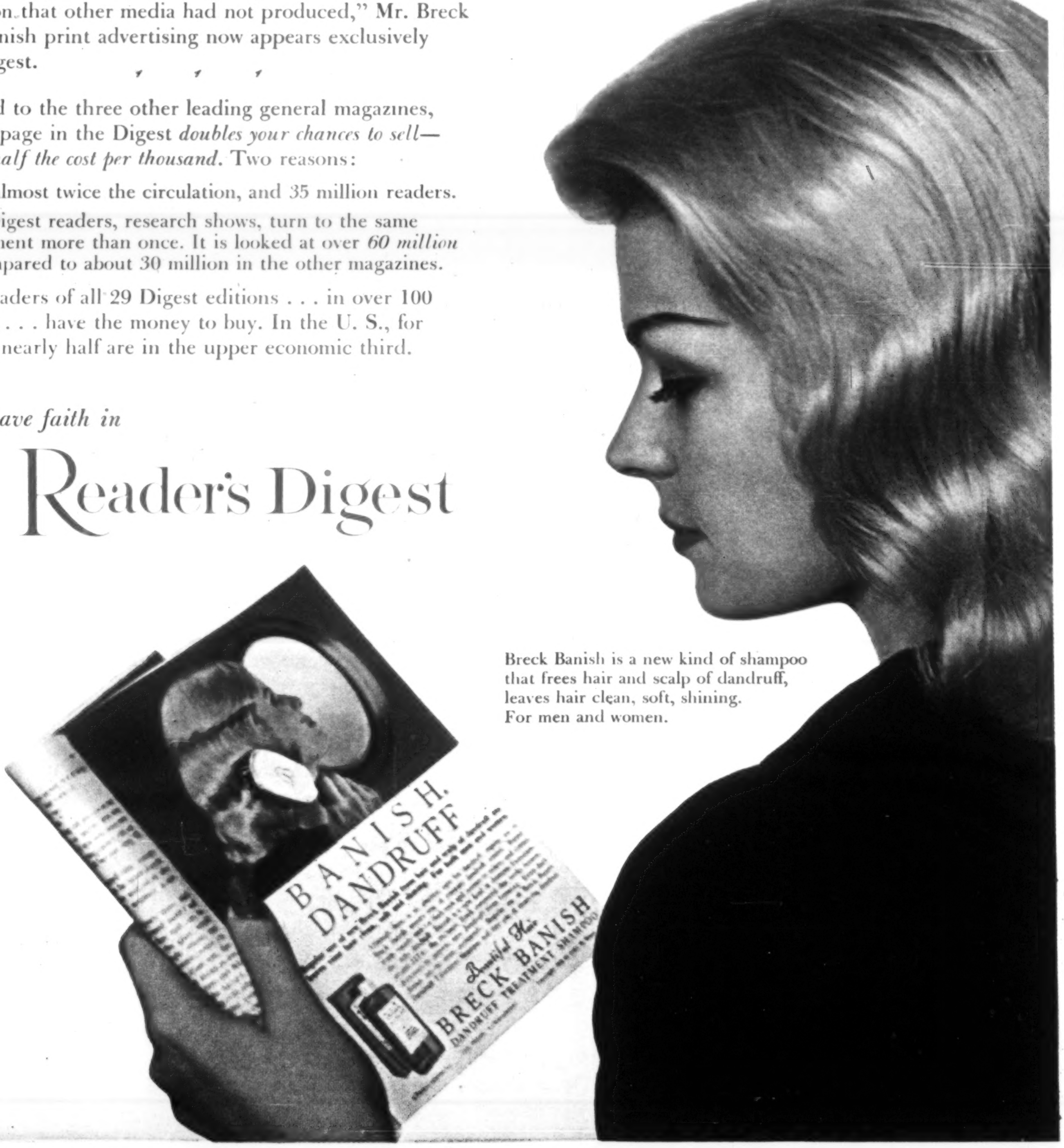
Compared to the three other leading general magazines, a 4-color page in the Digest *doubles your chances to sell—at about half the cost per thousand.* Two reasons:

- It has almost twice the circulation, and 35 million readers.
- Most Digest readers, research shows, turn to the same advertisement more than once. It is looked at over *60 million times,* compared to about 30 million in the other magazines.

And readers of all 29 Digest editions . . . in over 100 countries . . . have the money to buy. In the U. S., for example, nearly half are in the upper economic third.

People have faith in

Reader's Digest



Breck Banish is a new kind of shampoo that frees hair and scalp of dandruff, leaves hair clean, soft, shining. For men and women.

Adman O'Malley to Publish 'President,' Magazine for Execs

CHICAGO, Jan. 31—A new monthly magazine designed for "top level" business men is scheduled to begin publication next December. *President* will have an initial guarantee of 100,000 copies.

The magazine will be published by President Publishing Co., 11 E. Delaware, a new venture formed by Edward J. O'Malley, who has published sports annuals, operated his own agency and sold space for Hearst, *McCall's* and others.

President, said Mr. O'Malley, will attempt to cover all aspects of an executive's life, devoting two-thirds of its pages to business and one-third to culture and leisure activities.

The magazine will have a "presidents' forum," composed of two company presidents from each of 45 industries, to discuss specific topics and offer other material. A group of university professors have also been retained to scan articles pertaining to their fields and to offer material.

A one-time b&w page in the magazine will be $1,450, Mr. O'Malley said. #

ABP Marks Its 35th Year in Agency Credit Service

Associated Business Publications has marked 35 years of operation for its agency relations and credit service with a mailing to about 1,600 agencies. This service disseminates information on all agencies dealing with the business press.

ABP has also launched its 10th annual study of leading advertisers in business publications by mailing questionnaires to business organizations spending more than $50,000 a year in business paper advertising.

Reukauf Joins First 3 Markets

John H. Reukauf has joined the New York staff of First 3 Markets Group as an account executive. He formerly was with *Suburbia Today*. Last week ADVERTISING AGE incorrectly reported that he had joined *Suburbia Today* (AA, Jan. 30).

Piaget Names Sy Rosen

Piaget Watch Co., New York, importer of Swiss watches, has appointed Sy Rosen Advertising, New York, to handle its advertising. The previous agency of record is Moss Associates.

Think of the Purchasing Department as a funnel through which all specifications, requests and requisitions must pass. To get your share of the business, you must sell the PA on both your product and your company. Alert companies back up their sales calls with advertising in the PA's favorite magazine. In today's buyers' market, it's the *one* thing you can do fast and at low cost to get a bigger cut of the pie.

To get more
of the orders
coming out
here, adver-
tise in

PURCHASING
MAGAZINE

Sells the man who buys

NBP A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y. BPA

Sales of '60 Crop of New Supermarts Dip 3%: Kornblau

BAL HARBOUR, FLA., Jan. 31—Weekly sales of new supermarkets opened last year averaged $36,900, a 3% drop from the average of new supers opened in 1959, according to the Super Market Institute.

Curt Kornblau, research director of SMI, told the institute's mid-year conference here yesterday that average sales per square foot in the new supers was $2.62 a week last year, compared with $2.91 for the '59 crop.

More than half of the new supermarkets—55%—were erected in connection with new shopping centers—the same percent as 1959.

Mr. Kornblau reported that 62% of the new supermarkets are doing less business than they had estimated, 30% are selling above their estimates, and 8% are doing about as predicted. Supers with sales better than expected are averaging 13% above their estimates; those under expectations average 20% below the estimates.

■ As in 1959, he said, "The most common explanation for not hitting the sales goal involves competition. Other major reasons, in order of mentions, include slowdown in the growth of the store's trading area, or economic slowdown in general; shopping center not fully developed or ineffective; a poor site, in other types of locations; and unrealistic estimates." #

Brother, My-T-Fine Tie-In

Brother International Corp. has tied in with My-T-Fine pudding, made by Penick & Ford Ltd., for a national sweepstakes consumer contest this month and March. Brother console sewing machines are offered as prizes. Advertising includes *This Week Magazine*, *TV Guide*, newspapers in 42 markets and radio and television spots in major markets, plus point of sale.

ABP Makes School Grant

The education committee of Associated Business Publications has approved a $1,000 grant-in-aid to the school of journalism at the University of Texas. Half will be used for a scholarship, with the other half going for completion of a research project pertaining to business journalism.

Archer-Daniels Names Nelson

George K. Nelson has been named marketing manager of the chemical group of Archer-Daniels-Midland, Minneapolis. He formerly was manager of the industrial chemicals division.

Juvenile Decency

The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families—the cream of the mass market.

Make The Mirror a MUST!

Gray & Rogers Adds Client

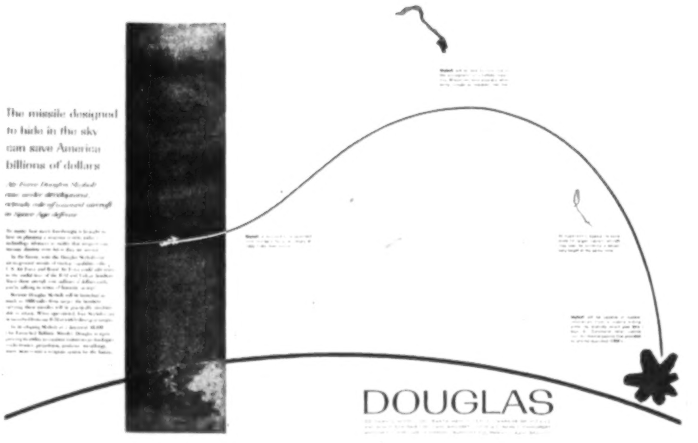
The missile battery division of Electric Storage Battery Co., Raleigh, N. C., has named Gray & Rogers, Philadelphia, to handle its advertising. The division was formed last year after Electric Storage Battery Co. bought the battery laboratory of American Machine & Foundry Co. Gray & Rogers has handled advertising for the Exide industrial division of Electric Storage for the past five years.

P&G Appoints Bragarnick

Procter & Gamble Co. has appointed Robert Bragarnick Inc., New York marketing counselor, as consultant on the development of consumer promotions for the company's products.

Ad League Elects Kameny

The League of Advertising Agencies, New York, has elected Nat Kameny, head of Kameny Associates, its president.


The missile designed to hide in the sky can save America billions of dollars
DOUGLAS

BLAST-OFF—*Douglas Aircraft Co., Santa Monica, launched its 1961 corporate ad campaign with this spread in The Saturday Evening Post on Jan. 28. The campaign consists of 10 spreads each in Newsweek, Time and U. S. News & World Report, as well as in the Post. One page of each spread will be in four colors. The initial ad, kicking off Douglas' over-all $2,200,000 ad program for the year, introduces the Douglas Skybolt, now under development.*

Matthew Miller Opens Agency

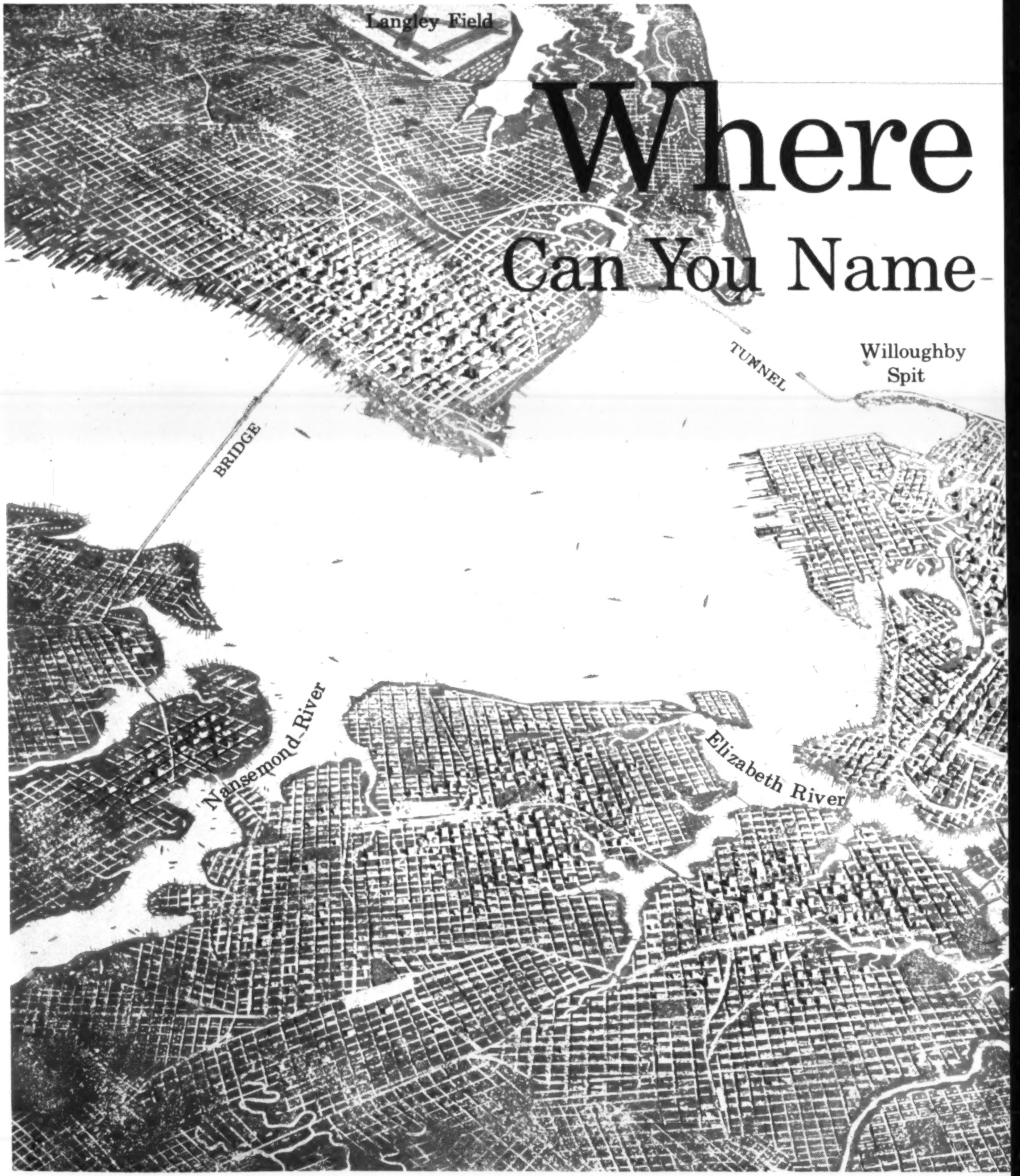
E. Matthew Miller, formerly creative director of Harry P. Bridge Co., Philadelphia, has opened an industrial agency under his own name at Western Saving Fund Bldg., Philadelphia. V. Decker Corp., Bala Cynwyd, Pa., is one of Mr. Miller's clients. Decker had previously been with the Bridge agency.

E. B. Weiss Report Available

The latest in a series of reports on basic merchandising trends written by E. B. Weiss, director of merchandising, Doyle Dane Bernbach Inc., New York, is now available from the agency, 20 W. 43rd St. It is titled, "Marketing's New Target—2,000 One-Stop Store Managers."

Zlowe Agency Moves

Zlowe Co. celebrated its 25th year with a move to larger quarters at 770 Lexington Ave., New York.



Kohl Joins Harnischfeger

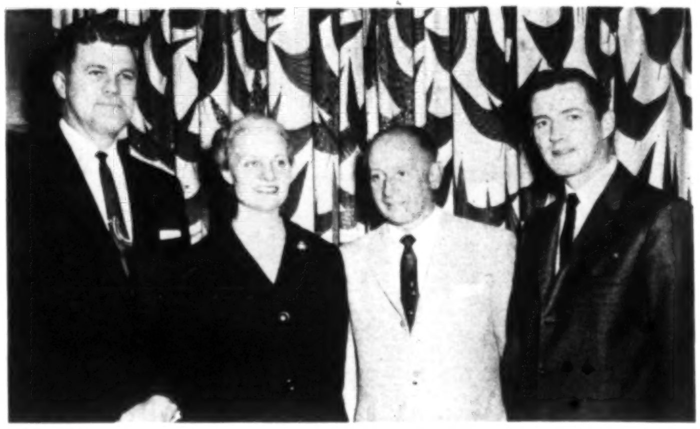
Stephen H. Kohl, formerly advertising manager of the engineered products division of Inland Steel Products Co., Milwaukee, has been named sales promotion manager of the construction and mining division of Harnischfeger Corp., Milwaukee.

Palm & Patterson Adds One

Webster Mfg. Inc., Tiffin, O., has appointed Palm & Patterson, Cleveland, to handle its corporate and product advertising, promotion, merchandising and pr. Webster manufactures conveyors, elevators and components for materials handling.

Two Join Auerbach

Henry P. Stewart, formerly with Batten, Barton, Durstine & Osborn, has joined Alfred Auerbach Associates, New York, as an account executive. Irene Mercado, formerly with Cohen, Dowd & Aleshire, has joined Auerbach as copy chief.



Wagner Mrs. Hall Green Clark

FULL OF PEP—*Smiling after a recent Broadcast corned beef hash breakfast in Chicago were Gordon Wagner, Broadcast Foods; Mrs. Frances Hall, a nutritionist; Ben Green, vp, and Frank Clark, account executive, of Arthur Meyerhoff Associates. The promotional breakfast for 60 was the seventh in a series backing Broadcast's hash-for-breakfast drive set for Sunday supplements and dailies through November.*

William Pape, 87, Publisher of Dailies in Waterbury, Dies

ST. PETERSBURG, FLA., Jan. 31—William J. Pape, 87, publisher of Connecticut's *Waterbury Republican* and *Waterbury American*, died here Jan. 28 of pneumonia.

He began his newspaper career as a $3-a-week reporter for the *Daily News*, Passaic, N. J. He became city editor at 19 and business manager at 24. In 1901 he and William F. Lathrop made a down payment on the *Waterbury Republican*, a morning newspaper. Mr. Lathrop sold his interest to Mr. Pape in 1909. Mr. Pape acquired the *American* in 1922. In 1946, the American-Republican Inc., of which he was president, acquired the *Waterbury Democrat*, which ceased publication.

Mr. Pape was president of Eastern Color Printing Co., which he founded in 1928, a pioneer in the printing of color comics books.

■ The *Republican* and the *American* were awarded the 1940 Pulitzer prize for public service in journalism for the exposure of corruption in the city's government. Mr. Pape led the investigation, which resulted in the conviction of 18 municipal officials for frauds estimated at $4,000,000.

Mr. Pape organized Publishers Buying Corp. in 1920, combining the newsprint purchasing of 240 newspapers.

He was named 1st vp of the Associated Press in 1928 and was a director from 1937 to 1940. He was also president of the New England Daily Newspaper Assn. in 1926 and 1927.

JAMES W. CARKNER

NEW YORK, Jan. 31—James W. Carkner, 80, chairman of Pepsi-Cola Co. from 1950 to 1955, died in New York Hospital Jan. 24.

At his death he was honorary chairman of the company. For the past six years he had been chairman of Pepsi-Cola General Bottlers.

From 1935 to 1941 he was president of Loft Inc., which in 1938 acquired control of Pepsi-Cola.

Early in his career, Mr. Carkner, who was renowned as a salesman, was Chicago manager of S. S. Kresge Co. Later he was also overall merchandising manager of Schulte-United cigar store interests. #

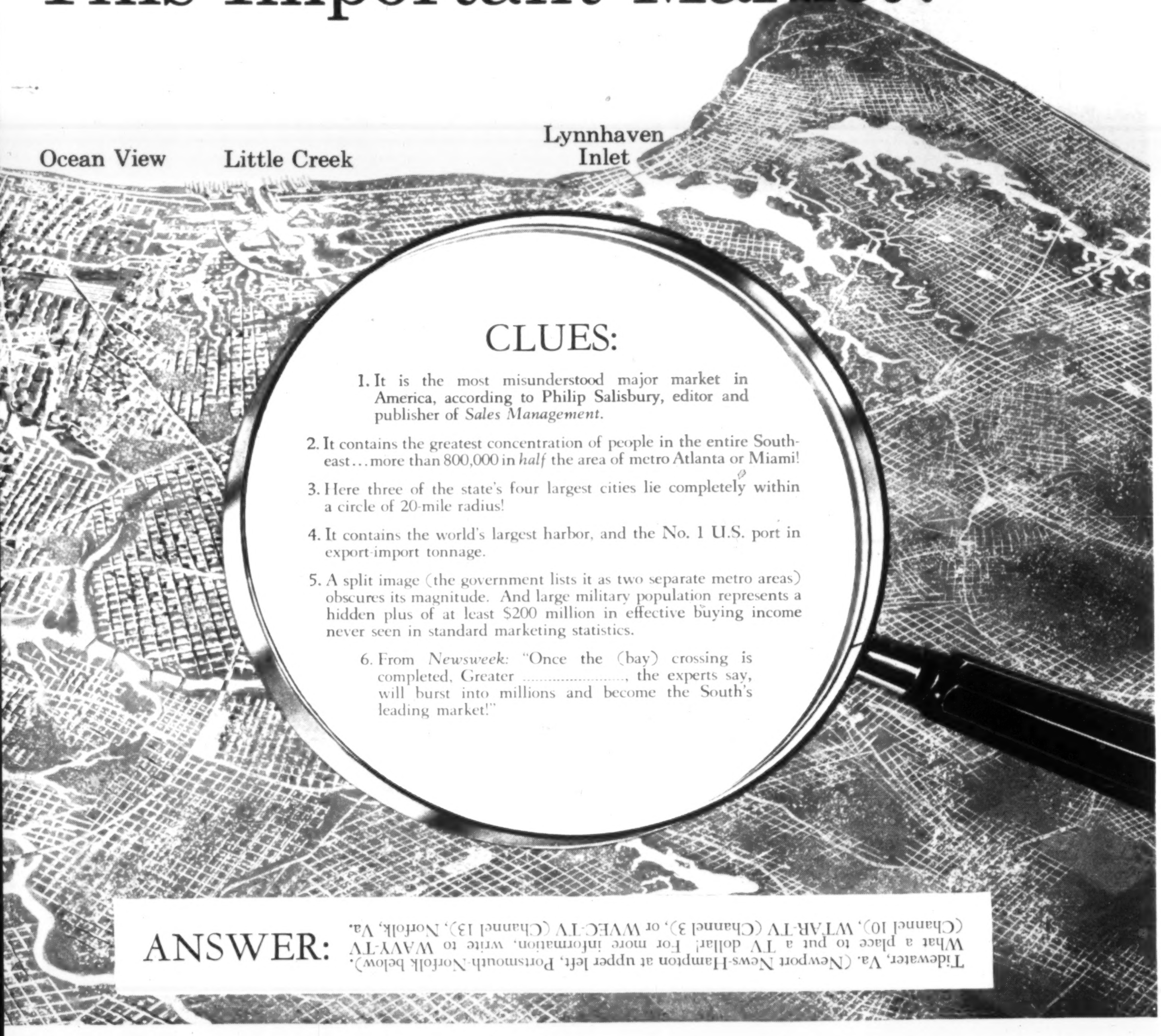
5-Month-Old Rice Agency Adds 3; Nears $300,000 Billing

Rice Advertising, North Hollywood, Cal., has added three new clients with an estimated aggregate billing of $75,000. The accounts are Sheya Carpets, Toluca Investment Co. and the Schabers cafeteria chain. The acquisition brings the total billings of the agency, in operation five months, to nearly $300,000, Ronald S. Rice, owner, said.

Tench Adds Five Accounts

Marvin E. Tench Advertising Agency, Oak Park, Ill., has been named to handle five accounts. They are Culligan Soft Water Dealers Assns. in Rockford, Ill., and in Milwaukee; WNMP, Evanston; Chicago White Metal Castings, Chicago; and Guardian Light Co., Oak Park, manufacturer of outdoor lighting fixtures.

Are You?
This Important Market?



CLUES:

1. It is the most misunderstood major market in America, according to Philip Salisbury, editor and publisher of *Sales Management*.
2. It contains the greatest concentration of people in the entire Southeast... more than 800,000 in *half* the area of metro Atlanta or Miami!
3. Here three of the state's four largest cities lie completely within a circle of 20-mile radius!
4. It contains the world's largest harbor, and the No. 1 U.S. port in export-import tonnage.
5. A split image (the government lists it as two separate metro areas) obscures its magnitude. And large military population represents a hidden plus of at least $200 million in effective buying income never seen in standard marketing statistics.
6. From *Newsweek*: "Once the (bay) crossing is completed, Greater ...., the experts say, will burst into millions and become the South's leading market!"

ANSWER: Tidewater, Va. (Newport News-Hampton at upper left, Portsmouth-Norfolk below). What a place to put a TV dollar! For more information, write to WAVY-TV (Channel 10), WTAR-TV (Channel 3), or WVEC-TV (Channel 13), Norfolk, Va.

The Elkhart Truth
Elkhart, Ind.

Announces
A DISCOUNT PLAN
for national
advertisers
who want a
PROSPEROUS
MARKET
$7,778 CSI Per Household
Discounts of 3%
to 18% on
annual basis
10 to 50 insertions,
300 lines to full page
Full details to be
announced soon
THE
ELKHART TRUTH

Represented by
Johnson, Kent, Gavin & Sinding, Inc.

Church Expands Distribution of Large Sal Soda Package

Church & Dwight Co., New York, will introduce its large 3 lb., 7 oz. package of Arm & Hammer Sal Soda Concentrated in Miami and Tampa, St. Petersburg and Indianapolis in March with newspaper and radio advertising. Addition of the new markets will bring to 19 the number of metropolitan areas in which the large package is distributed.

Newspaper ads are scheduled in the *Indianapolis Star* and *News*, *Miami Herald*, *St. Petersburg Times*, and the *Tampa Tribune* and *Times*. One-minute radio spots will be broadcast by WIBC, Indianapolis; WQAM, Miami; and WLCY, St. Petersburg. Ross-Roy, BSF&D, New York, is the agency.

Probst, Hotchkiss Join NL&B

Robert J. Probst has joined Needham, Louis & Brorby, New York, as an account executive, and Lawrence Hotchkiss has joined the agency's copy department. Mr. Probst formerly was founder and president of Concept Design & Development Ltd., St. Louis, and Mr. Hotchkiss was formerly with Compton Advertising. At the same time, Emery T. Smyth has been transferred from the agency's Chicago office to its New York office in the copy department.

McMullin Joins C. F. Sauer

C. Taylor McMullin, formerly with the advertising department of Richmond Newspapers, has been named advertising and sales promotion manager of C. F. Sauer Co., Richmond, spice, extract, mayonnaise and salad oil manufacturer and distributor.

Moss Joins Kastor, Hilton

Alfred S. Moss, formerly senior vp and manager of the New York office of Don Kemper & Co., has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, as a senior vp.

Morton & Stanton Adds One

Morton & Stanton Advertising, Portland, Ore., has been named agency for Griffith Rubber Mills, Portland. The bulk of the 1961 budget will be spent in promoting Griffith marine products.

WRAP-AROUND ⅜", ½" & ¾" faces
CHROME STEEL for point of sale
SIGN FRAMES PLASTIC AND GLASS SIGNS
Just Wrap Around and Clip
Free Sample Assortment
THE YARDER MANUFACTURING CO.
816 PHILLIPS AVENUE • TOLEDO 12, OHIO

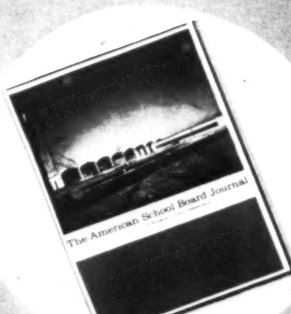
THE
ONLY BUILDING
MAGAZINE FOR
SCHOOL ADMINISTRATORS

American School Board Journal's editorial program is keyed to school construction and maintenance in relation to today's educational needs and objectives ... aimed at new marketing realism in the public school market.

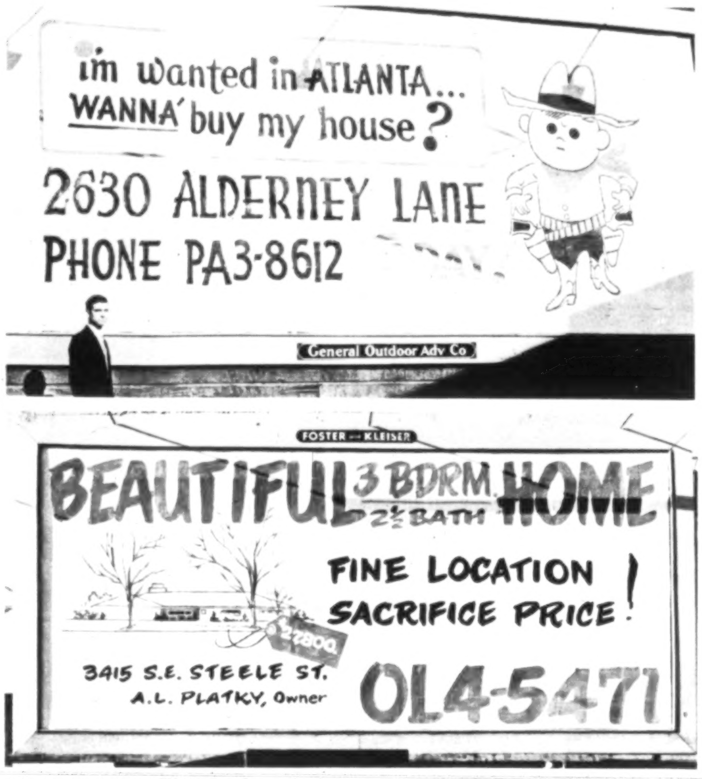
With a circulation in excess of 32,000 copies, American School Board Journal reaches *the* key buying influences in *all* school districts where school construction is known to be under consideration or in progress.

To pinpoint potential sales, a twice-a-month verified School Construction Report is prepared for advertisers at nominal cost. An invaluable sales guide, this report details each building stage and facility.

Send Today for Brochure
"WHERE ARE THE
DECISION-MAKERS
IN THE PUBLIC
SCHOOL
MARKET?"



AMERICAN SCHOOL BOARD JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin



INDIVIDUALISM—*The outdoor industry may be tapping a new source of income as well as piling up some potent examples of the power of the medium. In Winston-Salem, Jack Thrift was leaving as account executive of Long-Haymes Advertising Agency to join Kirkland, White & Schell in Atlanta. Working through General Outdoor Advertising Inc. he had a 24-sheet poster put in a choice location and rented his house within 11 days. In Portland, Ore., A. L. Platky, vp and sales manager of P&C Tool Co., Portland, Ore., was transferred to Los Angeles as vp for sales to hardware and plumbing markets for Pendleton Tool Industries Inc., the parent company. He too turned to outdoor, via P&C's agency, Pacific National Advertising Agency, and Foster & Kleiser. He sold the house in time to make the move too. Cost to Mr. Thrift, for the bulletin rental alone, was $40. Mr. Platky paid $145 for the board, including layout, production etc. and rental.*

Broadcasters Need Unity, Better Attitude, Godwin Admonishes

OKLAHOMA CITY, Jan. 31—A call for unity on the part of broadcasters was sounded here last week by Charles W. Godwin, Mutual Broadcasting System vp, in a speech before the Oklahoma State Broadcasters Assn.

While broadcasting has more organizations and "do-good groups" than any other industry, it is far from unified in its approach to industry problems, he said.

■ "We have a national body representing broadcasters. It's called the National Assn. of Broadcasters," he continued. "Yet it took congressional probe activity to prompt adherence to a code of ethics which every broadcaster should voluntarily uphold.

"Only 48% of the licensees operating am radio stations are NAB members. In the fm field, NAB claims 70% as members, and only 67% of the tv stations belong to NAB. Wouldn't it be a great thing for our business if all—or virtually all—broadcasting stations in radio and tv were members of NAB, to give this organization the power to speak loud and often for our entire industry?"

■ Besides lack of unity, Mr. Godwin listed as the other six "major sins" of broadcasting:

- "Negligent development of experienced management personnel."
- "Negative attitude of radio licensees as compared to tv operators."
- "Internecine battling among broadcasters."
- "Abuse of ratings."
- "Lack of true public service."
- "Labeling of broadcast appliances in engineers' terms, rather than in generic, understandable sales language."

■ For example, Mr. Godwin suggested, fm—so long a hopeful in the wings—might really get places with consumers if it were given a name with sales appeal, say "static free radio" or "hi-fi radio." #

'Dallas News' Boosts Three

The *Dallas Morning News* has appointed H. Smith Reed, formerly manager of retail advertising, assistant advertising director, succeeding Don Anderson who retired Jan. 1. At the same time, John A. Rector, formerly a retail advertising salesman, has been appointed manager of retail advertising and Thornton Cooley, formerly assistant manager of the classified advertising department, has been named manager of classified advertising, succeeding Ashley P. Vaughan, who also retired Jan. 1.

Billboard Engages Williams

Billboard Publishing Co., New York, has engaged the services of Leo Williams, New York, advisor to business paper publishers on sales development. Until his retirement a year ago, Mr. Williams was advertising sales manager of Fairchild Publications' *Home Furnishings Daily*. Fairchild is another of Mr. Williams' clients.

SCI Transfers Clarke

Duff Clarke, a vp of Sales Counselors Inc., New York, has been transferred to head SCI's Chicago office. SCI is the sales promotion and merchandising division of Communications Affiliates, service organization of Interpublic Inc., the new parent company of McCann-Erickson.

LaDow Elected Club President

Bill LaDow, of KTVK, Phoenix, has been elected president of Metropolitan Phoenix Broadcasters. Other new officers include Eugene Spry, KPHO, vp, and Sheldon Engel, KXIV, secretary-treasurer.

Court Opens Way for FCC to Reassign Boston Channel 5

WASHINGTON, Jan. 31—The U. S. court of appeals ruled last week to set aside the Federal Communications Commission's 1957 award of Channel 5, Boston, to WHDH Inc. The order gives FCC clearance to start proceedings to reassign the channel.

Lawyers for WHDH told ADVERTISING AGE they are "considering the possibilities" of an appeal, but that no decision has yet been reached. WHDH Inc. is owned by the *Boston Herald-Traveler*.

Last July, in deciding one of the first of the so-called "improper influence" cases, the commission voted to cancel WHDH's license and reassign the channel.

The court's intervention temporarily stayed FCC's decision, but last week's ruling in effect lets the commission go ahead with its plans to take a fresh look at the four original applicants for the station.

In the latest ruling, the appeals court adopted FCC's findings that there had been *ex parte* contacts between Roland B. Choate, director and vp of *Boston Herald-Traveler Inc.*, owner of WHDH Inc., and the then FCC Chairman George McConnaughey. The court said the record appeared to "reflect adversely" on WHDH and another applicant, Massachusetts Bay Telecasters Inc., which also engaged in off-the-record contacts with the chairman.

■ It ordered that "proceedings be remanded to the commission in order that it may re-evaluate the comparative positions of the applicants and make a new determination and take such action as the commission deems appropriate."

In July, the commission deemed it appropriate to cancel the license which had been granted to WHDH in 1957, but FCC said the offenses did not disqualify WHDH from participating in a competition for re-award of the channel. It decided to let WHDH continue on Channel 5 until the final fate of the channel is determined (AA, July 18).

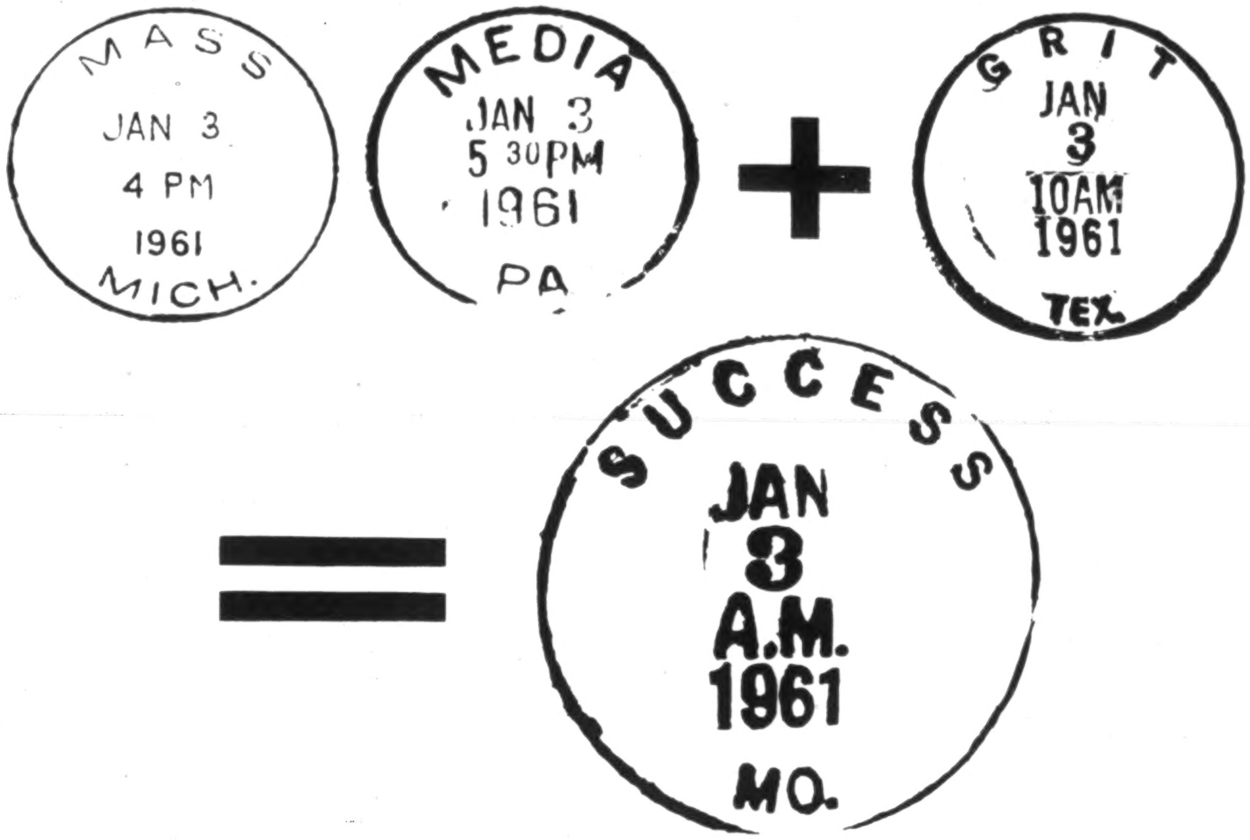
■ FCC had said it would re-evaluate the merits of the four original Boston Channel 5 applicants on the basis of the original hearing record, but in that analysis WHDH Inc. and Massachusetts "each stands in a less advantageous position vis-a-vis its opponents" because of the off-the-record contacts which occurred while the original case was before the commission.

Since then, however, Allen B. DuMont Laboratories Inc., one of the original applicants, has dropped out of contention, leaving only Greater Boston Television Corp. with an unblemished record.

■ The court of appeals also has before it another "improper influence" case involving Channel 10 in Miami. In July FCC decided to reassign that channel to L. B. Wilson Inc., for a four-month period, after the commission had accused the other three applicants of using off-the-record contacts to get their cases before individual commissioners.

Public Service Television, which currently operates Channel 10, avoided the commission's Sept. 15 reassignment order by filing a request for the court of appeals to review FCC's decision. The commission agreed to postpone the deadline until after the court rules on the public service claim—identical to that of WHDH—that FCC should have reported its findings to the court, instead of jumping the gun by moving to reassign the channel. #

The postmarks are actual reproductions



Equation for Advertisers

Here's how it works:

The mass media give you adequate coverage in big cities . . . relatively thin coverage in hard-to-reach small towns.

Grit gives you concentrated small-town circulation* . . . to help correct this big-city bias and provide you with *balanced national coverage*.

And you must have balanced national coverage for total marketing success.

It's as simple as that. Merely take your present mass-magazine schedule and add Grit.

It doesn't cost much. You can run a year-long, big-space Grit campaign for the price of a single full-color page in *one* of the big mass magazines.

Come on in . . . and let Grit's equation work for you!

*Concentrated is right! Over 58% of Grit's 850,000 circulation goes to towns of 2500 or fewer. A bare tenth of 1% reaches cities of 1,000,000 or more!

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

Seattle FM Group Formed

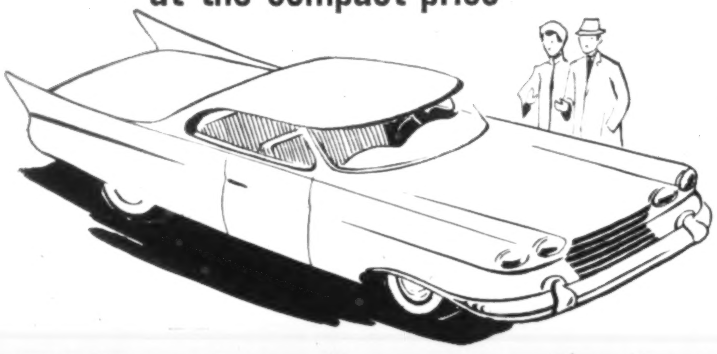
Cortlandt Clark, owner of KLSN-FM, Seattle, has been named chairman of the new Seattle FM Broadcasters Assn. Other stations in the new association are KGMI-FM, Bellingham; KGMJ-FM, KMCS, KGFM, KING-FM and KETO, Seattle; and two Seattle stations due to put fm signals on the air soon—KOL and KZAM.

Shawinigan to Desbarats

Shawinigan Chemicals Ltd., Montreal, has named Desbarats Advertising Agency, Montreal, to handle its advertising. The agency formerly handled only the Canadian resins division of Shawinigan.

WRITE DREY
when you have a
mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave., South, N. Y. 10, N. Y.

BUY A CLASSY CHASSIS
at the compact price



The difference between big car desire and small car purchase is more than ease of handling the smaller car . . . it's more apt to be inability to handle the larger payments. But when $1.71 per milline buys you market coverage, editorial excellence, and quality of newspaper readership in one big economical vehicle, you'll want to take immediate title to space in the Cincinnati Post and Times-Star. Largest newspaper in Cincinnati, one of the lowest millines in all America.

7 *out of*
10 *Cincinnatians*
read the Cincinnati **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/6

★

Largest Cincinnati Newspaper Daily or Sunday

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates . . .
Only $1.71 on a 200,000 line contract.

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

★

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

'Diners' Club Magazine' Gets 2nd Class Okay

It's Ad Medium, Not Credit Card Promotion Gimmick, P.O. Decides

WASHINGTON, Jan. 31—The Post Office Department has ruled that the *Diners' Club Magazine* is an independent business enterprise entitled to second class mailing privileges.

The decision backs up an earlier ruling by the department's chief hearing examiner, William A. Duvall. Last October, Mr. Duvall rejected arguments of Post Office lawyers that the magazine was merely a house organ published to promote the club's credit card business. The hearing examiner found that the club's magazine was "a separate business enterprise" and should be allowed to keep second class privileges it has held since 1955 (AA, Nov. 7).

The Post Office's final decision, written by Judicial Officer Raymond J. Kelly, noted that the department lawyers "introduced no testimony but rely upon an analysis of the copies of the magazine" to prove that "the overwhelming bulk" of the ads are aimed at directly stimulating the credit card business. Mr. Kelly dismisses this contention as lacking materiality.

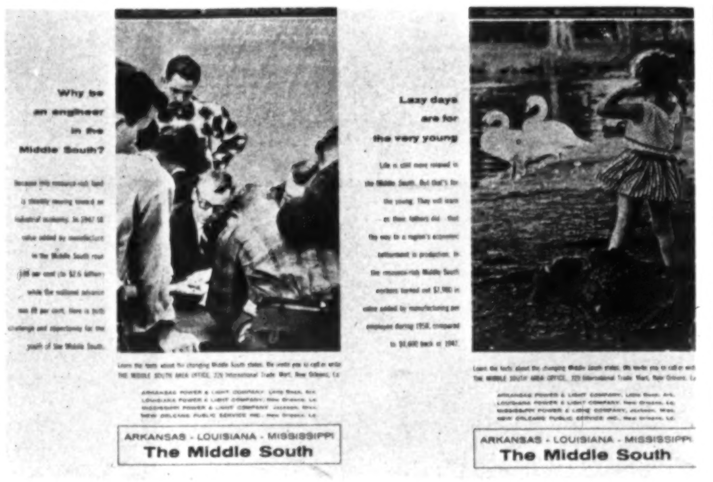
▪ After sifting through the evidence established by the "uncontroverted testimony of witnesses" produced by Diners' Club in October, Mr. Kelly stated: "I cannot see how from these facts it could possibly be held that *Diners' Club Magazine* is published primarily for advertising purposes, since there is no support in the record for a finding that the magazine is published essentially for the advancement of the credit card business of the Diners' Club."

Mr. Kelly cited statements gleaned from Mr. Duvall's earlier decision showing the degree of autonomy of the magazine. "*Diners' Club Magazine* is published not to promote the credit card operation of the Diners' Club, but to make money from the independent operation of a general interest magazine with very high class circulation," Mr. Duvall stated in his initial decision.

▪ "The credit card aspect of the business promotes the magazine. It goes to a high income group who travel a lot, entertain, spend freely and purchase high-price products. And so it affords a good advertising medium for manufacturers of and dealers in quality merchandise."

Mr. Duvall added that "the magazine is not essential to the credit card business" of Diners' Club "and only a nominal number of new credit card club members is obtained through the magazine. Most of the subscribers to the magazine already are members." Advertising in the magazine is actively solicited from non-member businesses, some of which either leave out such legends as "charge to your Diners' Club account" or insert mentions of other credit card systems, Mr. Duvall's decision stated.

Mr. Kelly disposed of the contention that the *Diners' Club Magazine* fails to qualify for second class rates because it is designed for circulation at nominal rates. Since subscription revenue for the nine months ending Dec. 31, 1959, was $400,000, toward publishing costs of $618,000, Mr. Kelly said that "the hearing examiner has correctly determined that the magazine, as a matter of fact, is not designed primarily for circulation at nominal rates." #



Why be an engineer in the Middle South?

Lazy days are for the very young

ARKANSAS - LOUISIANA - MISSISSIPPI
The Middle South

ARKANSAS - LOUISIANA - MISSISSIPPI
The Middle South

CHANGING SOUTH—*These are two of a series of ads to be run during 1961 in Newsweek and U.S. News & World Report in order to underscore the changing character of the Middle South (Arkansas, Louisiana and Mississippi) by Arkansas Power & Light Co., Little Rock; Louisiana Power & Light Co., New Orleans; Mississippi Power & Light Co., Jackson; and New Orleans Public Service Inc. Goodwin Advertising Agency, Jackson and New Orleans, is the agency.*

FTC Order Against Globe Readers Service Reversed

CHICAGO, Jan. 31—The U.S. court of appeals has reversed a ruling of the Federal Trade Commission, issued last March 28, which had required Globe Readers Service, Michigan City, Ind., to "stop selling subscriptions for unauthorized magazines, refusing to make refunds for such undeliverable magazines and requiring customers to accept substitutes" (AA, April 11, '60).

In reversing the FTC order, the court said, in part, "There is nothing in the record to indicate that petitioners (Globe) either encouraged or tacitly approved the action of any solicitor in obtaining magazines not on the authorized list."

▪ The original FTC complaint charged that Globe, through its door-to-door solicitors, sold magazines which it had not been authorized to sell and then refused to return money to customers who demanded refund, offering other magazines instead.

An FTC hearing examiner had absolved Globe from the charges, but the FTC reversed his action and issued a cease and desist order. It said Globe sent all customers a "selection letter" . . . "for the sole purpose of obtaining a substitute subscription from the authorized list." #

Groen Names Houston Agency

Groen Mfg. Co., Elk Grove Village, Ill., manufacturer of steam jacketed kettles for restaurants, food processing and industrial uses, has appointed Houston Advertising, Skokie, Ill., to handle its account. Lauesen & Salomon, Chicago, is the former agency of record.

RCA Advances Henken

Herman R. Henken has been appointed to the new position of advertising and sales promotion manager for the electronic data processing division of Radio Corp. of America, New York. With RCA since 1944, Mr. Henken formerly was advertising manager for RCA industrial electronic products.

KAYO Names Keeney

Radio station KAYO, Seattle, has named George Keeney & Associates, Seattle, to handle its advertising.

Int'l Telemeter Sets Arkansas Test of Cable Pay TV

NEW YORK, Jan. 31—International Telemeter Co., which for a year has been running a pay tv test in a Toronto suburb, will soon introduce its system in this country.

The Paramount Pictures Corp. division has signed an agreement granting Midwest Video Corp. rights to the Telemeter system in Little Rock, Ark. Midwest Video, operator of several community antenna tv systems, has filed a proceeding with the Arkansas public service commission, seeking permission to string its cable along telephone poles.

Introduction of pay tv in Little Rock does not mean that International Telemeter has altered its plans to bring the wired system, which does not require FCC approval, to New York and elsewhere, a company executive said. It is conceivable that Telemeter equipment may be installed in the borough of Queens, as well as in an unnamed location in the West at the same time as Little Rock. He said that Midwest Video will begin installation as soon as it gets approval of the Arkansas commission.

▪ International Telemeter selected Midwest Video from among a large number of applicants for the initial U.S. license because the company has good financial backing and diversified interests, it was explained. Among those associated with Midwest are Winthrop Rockefeller, David Grundfast, president of Sterling Corp.; Walter Hussman, president of Southwestern Newspapers, which owns newspapers and radio-tv stations; and C. Hamilton Moses, president of Midwest Video and former president of the state chamber of commerce.

International Telemeter also has been negotiating to bring fee television to the United Kingdom. British Telemeter Home Viewing is awaiting government approval for pay tv. #

Lennox on ABC Radio

Lennox Industries, Marshalltown, Ia., maker of heating systems and air conditioners, is sponsoring "Weather Show with John Cameron Swayze," a new five-minute, Monday-through-Friday show of national and local weather conditions on ABC Radio. Placed by the company's agency, Biddle Co., it is said to represent the company's first use of network radio. Lennox also will sponsor "John Cameron Swayze's Notebook," a five-minute show, in a spot radio campaign.

Two Join Barkas, Shalit

Martin O'Farrell has joined Barkas, Shalit & Schiller, New York, as national account executive, and Elizabeth Tanner has joined the agency as a regional account executive. Both will work on the California Wine Institute account. Mr. O'Farrell was formerly with D'Arcy Advertising Co. and Miss Tanner was formerly with the Wool Bureau.

Williams Names Sheppard

David Williams Co., Lansdale, Pa., has appointed William E. Sheppard, Plymouth Meeting, Pa., to handle the 1961 marketing drive for its instant desk sign kits. They will be sold direct to users. During the test stage, direct mail and the *Wall Street Journal* are being used.

Inglis Names Spitzer, Mills

John Inglis Co., Toronto, has named Spitzer, Mills & Bates, Toronto, to handle all advertising for its consumer products division, including automatic washers, dryers and a new automatic dishwasher.

WIN THE BIG ONES

How they won the big one

Dark Star scores biggest racing upset in years by defeating Native Dancer in 1953 Kentucky Derby.

UPI

Concentrate where it counts, in the "A" markets

...where 43.3% of drug store sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The **American Weekly**

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE

Faber Adds 2 Clients

Faber Advertising, Minneapolis, has been appointed to handle advertising and pr for Sparta Brush Co., Sparta, Wis., farm and industrial brush manufacturer. Clayco Products, Minneapolis, a new housewares manufacturer, has named Faber its marketing and publicity agency.

Souvenir Magazine Planned

A souvenir magazine will be published for the American tour of the Comedie Francaise Feb. 21-March 19. Sigmund Gottlober, director of National Theater & Concert Magazines, has been appointed exclusive advertising representative. The b&w page rate is $650.

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER
for 100% accurate release lists
Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

ANNOUNCING THE NEW LANCER SPORTS COUPE: $2075*
DODGE

FIRST—*This half-page ad, which ran in the Detroit Free Press and News last week, is the first printed anywhere for Dodge's new Lancer sports coupe. Batten, Barton, Durstine & Osborn is the agency.*

Carling, Mennen to Sponsor Patterson-Johansson Fight

Carling Brewing Co., Cleveland, has signed to co-sponsor the broadcast of the Patterson-Johansson heavyweight championship fight March 13 on the ABC radio network. Carling will share sponsorship of the broadcast with Mennen Co. Lang, Fisher & Stashower is Carling's agency, Warwick & Legler is the agency for Mennen.

Potlatch Sets 78-Page Ad

The fine paper division of Potlatch Forests, Pomona, Cal., has scheduled 78-page inserts in February issues of *Printing Buyers News* and *Western Printer & Lithographer*. The inserts will show the principal grades, weights, finishes, textures and colors of Potlatch papers. Sudler Advertising, Beverly Hills, is the agency.

Foote, Cone Boosts Bogie

Foote, Cone & Belding, Chicago, has appointed Duane C. Bogie associate director of broadcasting. Mr. Bogie was formerly an account executive.

'Hatchery & Feed' Alters Name

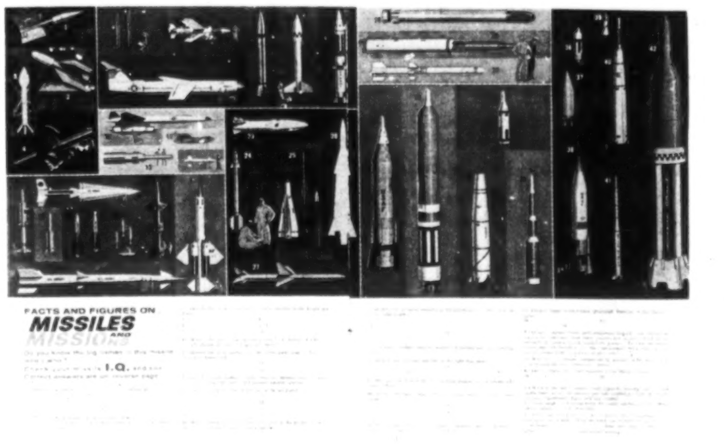
Hatchery & Feed, Mount Morris, Ill., will change its name to *Feed & Farm Supplier*, effective with its February issue.

Print Spectaculars Bring Companies into Co-op Ads

NEW HAVEN, CONN., Jan. 31—When Remsen Advertising launched a two-color cooperative spread for Monsanto Chemical Co. and Eastern Industries in *Fortune* (July, 1958), a "Space Age" ad idea took off in a big way.

Now, with a four-color, 14-page insert in the Jan. 30 *Aviation Week*, the project is practically in orbit.

The 14-page "spectacular" (titled "Putting Payloads in Space") follows hard on the heels of Remsen's three-page cooperative ad in *Business Week* of Jan. 21 ("Missiles and Missions"). Of ten companies participating in the ads, only two retain Remsen as their agency. The others have their own agencies, some of which reportedly were not too happy about the rocketing business Remsen is doing with their clients.



FACTS & FIGURES—*This is initial spread of the four-color multi-advertiser ad in Business Week. Taking the form of a questionnaire, it includes the names of no advertisers; these are given on the "answers" page of the ad.*

■ "Some agencies regard us as snakes in the grass trying to filch their business, but we are merely trying—and very successfully—to complement the normal services of these agencies," according to Thomas F. Darge, director of Remsen's creative services.

He said that Remsen was parlaying its know-how in relating companies working in missiles and rockets in an unusual kind of advertising which lets the experts see the products in the big picture.

"Remsen, which is by ordinary standards a small agency, has come—by conditioning, exposure and training—to be identified as a defense expert. We have been going to these companies, but not to say: 'You want to sell to the Army or Navy: how would you like us to do it?' Rather, we say: 'This is the way to sell. You have a better chance of selling the product by identifying it with a particular weapons system'."

He added that Remsen had stepped into a field which was regarded more as a sideline by the companies' own agencies. The original "space-age" tie-in ad was aimed at associating Monsanto's specialized aviation fluids with cooling systems built by Eastern Industries.

■ The Connecticut agency has an impressive list of participants for the special ads. The companies participating in the *Business Week* ad (which will be repeated in *Scientific American* on Feb. 1) were: Allied Research Products, Baltimore (Emery Advertising); Borg-Warner Corp., Chicago (Clinton E. Frank Inc.); Eastern Industries (Remsen); Food Machinery & Chemical Corp., Chlor-Alkali division, New York (James J. McMahon Inc.); High Standard Mfg. Co., Hamden, Conn. (Remsen); Monsanto Chemical Co., Purolator Products, Rahway, N.J. (J. Walter Thompson Co.); Standard Pressed Steel Co., Aircraft missile division, Jenkintown, Pa. (Gray & Rogers); Titanium Metals Corp. of America, New York; and Torrington Co., Torrington, Conn. (Hazard Advertising).

The same ten companies appear in the *Aviation Week* spectacular, while three have given the go-ahead to a further spectacular now being put together.

■ For Remsen, the ads represent "only the tip of the iceberg." According to Mr. Darge, "these things are definitely breeders." He said that the new ventures "grew out of a service to one of our advertisers, Eastern Industries," and the agency now has five similar cooperative ads in various stages of development.

He said that Remsen generally worked directly with companies buying participation in the ads. Each bought the "package," which for the 14-pager ranged in price from $8,500 to $12,000.

"The price includes rather more than the preparation and production. It includes handling replies which sometimes have flown in at the rate of 700 a day, and not just from 'the engineer's son' who has read the ads. The cost also includes a full merchandising program, in addition to a public relations program and community relations. About $700 of the price is for handling the inquiries."

■ He said that the original co-op ad had developed into a "spectacular" titled "Missiles 1959" which ran once each in *Business Week* and *U.S. News & World Report*. Because of their impact, the companies had taken to the idea in such a big way, that the new 14-pager would carry both spreads and a gatefold. "We expect the response to this spectacular to be greater than for 'Missiles 1959,' which drew requests for 28,000 mailing pieces," he said.

Mr. Darge said that from concept to insertion, the spectacular was seven months in the making.

The companies had indicated, he said, that "their eyes were opened to how much more effective per dollar the spectaculars are than the orthodox ad campaign." Part of the package involved the right of the companies to the art work, which was undertaken by "name" illustrators such as R. C. Swanson and Larry Laranovic.

The co-op ads had also been "a source of new business for the agency in other directions," he added. Westinghouse Corp., for example, has retained Remsen for other assignments, such as an eight-page "Spacecraft Sum-Up" insert based on the "Missiles 1959" ad.

■ The ad package was the creation of William E. Mortison Jr., president, who last week announced he was moving over to board chairman. He named a new president, Burke C. Herrick, formerly a vp and account supervisor with J. Walter Thompson Co. Another newcomer he named is Morgan W. Gibney, exec vp, formerly director of creative writing with Wilding Inc., film and stage producer.

Mr. Mortison, who is 34, has been president for eight years. He began working at Remsen while studying at Yale, "across the street from us," Mr. Darge said. #

Bolling Names Cason, Dome Managers; Robbins Added

Bolling Co., New York, radio-tv station representative which recently bought Headley-Reed Co. (AA, Jan. 2), will retain former Headley-Reed managers in Atlanta and Philadelphia. Frank A. Cason Jr. will manage the Atlanta office, and Robert S. Dome will head the Philadelphia branch. Edward R. Robbins, previously national sales manager of KOCO-TV, Oklahoma City, has been named to Bolling's Dallas sales staff.

Twenty former Headley-Reed stations were dropped by Bolling immediately upon acquisition of the company. Bolling expects ultimately to end up with 35 radio and 27 tv stations, comprising those from both lists.

Walsh Adds National Starch

National Starch & Chemical Co., Toronto, has named Walsh Advertising, Toronto, to handle its advertising. The account previously was handled through G. M. Basford Co., New York, which continues on the U. S. parent company's account.

Cramer Adds Paragon Electric

Paragon Electric Co., Two Rivers, Wis., manufacturer of electric timers and controls, has moved its advertising from Klau-Van Pietersom-Dunlap to Cramer-Krasselt Co., both of Milwaukee.

Morrison Names Roizen

Morrison Steel Products, Buffalo, has named Roizen Advertising Agency, Buffalo, to handle advertising for its five divisions.

THE S.E.P. SHORT COURSE

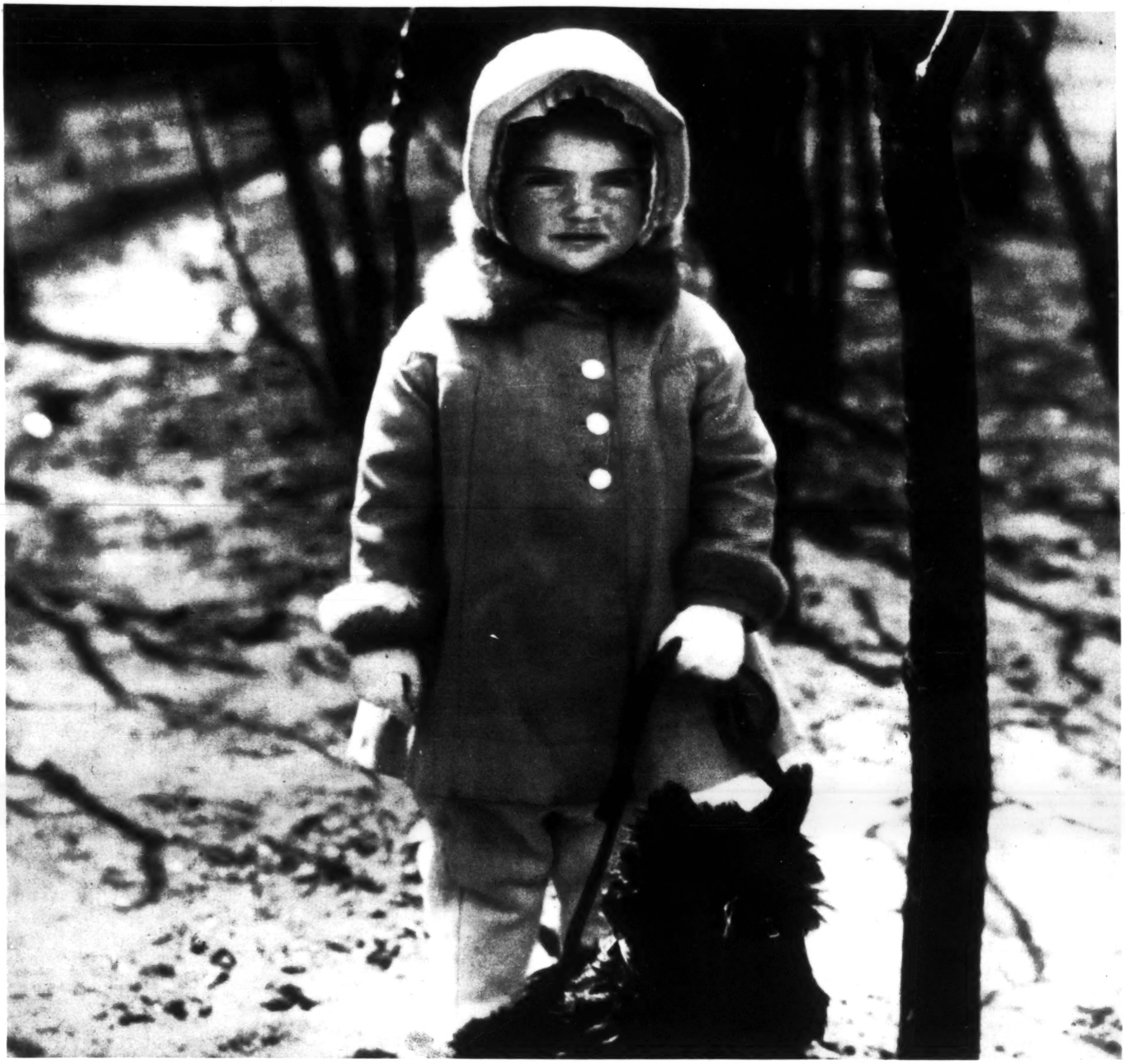
G.E.

Get Extension. The lab boys are still having a few problems with the product. Research on the test ads is running a little late. Publication closes tomorrow.

A.P.X.

Ad Page Exposure – the first and only media measure that tells you what happens to your own, ever-lovin', sweated-out page when it hits the home.

Hurry—get the facts on APX from The Saturday Evening Post.



Where is this girl today?

Today (as a grownup) she is the wife of the President of the United States. Today (as a child, above) she is gracing the pages of the Ladies' Home Journal in the first picture story of her childhood ever published. / Starting in the February issue, the Journal makes news with an exclusive look into the personal picture albums of Jacqueline Bouvier Kennedy. / This is Jacqueline's own story. It was recorded -- fondly -- by her devoted friend, Mary Van Rensselaer Thayer. It will be read -- avidly -- by the Journal's devoted friends, women all. / This feature proves it again: the Journal gets the firsts. First-rate subjects. First-hand information. First-class writing. Which indicates why the Journal is where she is today: First Lady in her field.

JOURNAL
JACQUELINE KENNEDY

When the Journal speaks-women listen

NO. 1 MAGAZINE FOR WOMEN / NO. 1 IN CIRCULATION / NO. 1 IN NEWSSTAND SALES

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Hat Corp.'s Hatless Beatnik Ad Strikes Him as 'Vulgar' Because Its Slick Surface Veils Faults

To the Editor: I have seen few ads more basically vulgar than that placed by the Hat Corp. of America. It is the epitome of vulgarity, possibly because it attempts (vainly) to eschew this quality.

The headline says that "There Are Some Men A Hat Won't Help." And then it picks on a patsy: A bushy-haired, bushy-browed, bushy-bearded, bespectacled beatnik.

It may be that the illustration is "eye-catching"—but it's pretty clearly in bad taste. And if the man who posed for it is an honest-to-goodness beatnik and not simply some fink the agency dug up from the streets—then the poor maligned beats should gang up, shave the bum and confiscate his tight-fitting blue jeans.

The copy is possibly more vulgar than the illustration—although it's difficult to pass such a crucial judgment since both are of a piece. It panders to all of the cheap nonsense from the shallow success-type stories written for shallow young men going nowhere in a hurry.

Wearing a hat, says the copy, "can make the rough competitive road between you and the top a little easier to travel."

I don't see how this figures, unless a man's daylong work is now measured not by his copy or art or finesse in handling clients—but by how long he keeps his hat on. And in that event, he may well be regarded as an Orthodox Jew—creating further roadblocks in his march to the top.

"You look more of a man with a hat on."

So continues the fable from Hat Corp.

Well, take heart—all you unmanly hatless ones. That eminent devotee of touch football—John F. Kennedy—apparently hasn't yet heard that the way to the top is to travel the be-hatted route.

The ad suggests that top business executives kind of lean towards the fellas with the hats. "They may be right, or they may be wrong [a pretty daring attack on the 'top'] but there's no denying that they're in charge. *So it pays to humor them.*" (My emphasis.)

Never mind who *you* are. Never mind *your* individuality. Never mind if you just don't like hats. The men at the top want you to wear one so wear one! But suppose you do? How will they feel about you in an Adam? A Dobbs? A Cavanaugh? A Stetson? Do they like narrow brims or wide brims? Here's a whole new area for producing anxiety and tension.

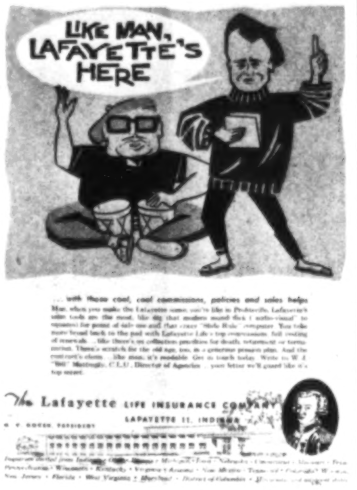
I get the feeling that the intelligent fellow who wrote this new insult to adult males was squirming as he did—because in the end he negated all he had to say by stating that it's really what's "under the hat that counts." And that, of course, is the point—the only point—not all the nonsense that preceded it.

I don't think that a hat would have helped an Albert Einstein or a Schweitzer or a Ben-Gurion.

Why is the ad vulgar: It's because it is so well done, so professional. It's not the crude try of some tyro agency. It's a slick production—the product of talented people—who place the importance of surface impressions over the significance of what's inside. Is the ad provocative—sure, it provoked me. But then—so might some hieroglyphics on a latrine wall!

Martin Solow,
Executive Vice-President,
Wexton Co., New York.

To the Editor: Leo Burnett's beatnik ad (Page 3, Jan. 16) is "way out" but, just to call attention to the fact that our own writers are creative, here's an ad we


LIKE MAN, LAFAYETTE'S HERE
... with those cool, cool commissions, policies and sales helps
The Lafayette LIFE INSURANCE COMPANY
LAFAYETTE 11, INDIANA

prepared for February issues of the usually staid insurance papers.

Ray Nadeau,
Grubb Advertising, Champaign, Ill.

• • •

'Paid for' Cuts Are Example of Undue Influence, Editor Asserts

To the Editor: The editorial entitled, "A New Crop of Chiselers" in the Jan. 9 issue of ADVERTISING AGE is certainly worth noting.

However, speaking as an editor, while I join my fellow craftsmen in their protest against the type of "pressure" publicity about which you write, I also wish to point out that certain practices exist on the other side of the fence which, perhaps, have opened the door for this type of activity.

What concerns me is the rather prevalent practice wherein many companies, and in some cases companies who ought to set higher standards of performance themselves either through their own publicity departments or their pr firms, offer to purchase publicity space in publications by the use of the subterfuge of paying for engravings made from photographs that accompany their release. I recognize that it is important to keep all costs down wherever possible, but I fail to see how a publication following this policy can help but be influenced in choosing the releases it will run.

On the one hand, therefore, it would seem that certain editorial segments will throw up their hands at the suggestion that they run press releases on the bare possibility that they might receive advertising contracts and yet, on the other hand, will run releases and accept money for the space.

I would be glad to have your comments.

Richard W. Mulville,
Editor, *Cooperative Merchandiser*, Chicago.

Advertising Age believes that payment for cuts should never influence use of editorial material and does not permit such payment

• • •

From Us: 'Thank You, Mr. D. J. Rennie'

To the Editor: From "The Creative Man's Corner," Dec. 28, 1959:

"There are some products that demand explanation—in writing. There are others that do not. Quite frequently these latter require only illustration because their desirability springs chiefly from their design or styling."

From "The Creative Man's Corner," May 30, 1960:

"What's happened to words—and the wordsmiths who once rose against the background of the advertising business like mighty titans? . . . Art can never take over the entire job of communication in advertising. The art director should feel gratified that he has gained in importance in the creation of an ad. But he should never delude himself that advertisements can attain their full communicative purpose without words, vivid, memorable words."

From Carlyle:

"Today is not yesterday. We, ourselves, change. How then can our works and thoughts, if they are always to be the fittest, continue always the same?"

From me:

Please renew my subscription.

D. J. Rennie,
Account Executive, Ketchum, MacLeod & Grove, Pittsburgh.

• • •

Actors Should Have a Humbler Attitude, He Says

To the Editor: Cannot something be done to bring to the notice of our actors and film stars and television people that the people are bored almost to death by the everlasting exhibitionism put forward by these people.

I felt it was only my own impression, but I have asked many people during the past months and they all have something to say against this brazen pushing forward of actors and their associated

He Doubts Sara Lee Cakes Are Made of Nothing but Butter

To the Editor: If the outfit which prepared this full-page, four-color fairy tale for Sara Lee cakes can prove to me that said cakes are composed of nothing . . . absolutely nothing . . . besides butter, as the ad says, I'll gladly dance a gavotte around the edge of their butter tub.

Half-truths in advertising have been around for a long time and probably always will be, but it takes a certain amount of perverted bravado to blast the newspaper reader with a colossal lie such as this . . .

Sara Lee may turn out decent baked goodies, but the old girl's advertising stinks!

Jack Winter,
Advertising Department, Minneapolis-Honeywell Regulator Co., Denver.

THE S.E.P. SHORT COURSE

A.S.P.C.A.

Accountmen's Society for the Prevention of Cruelty to Accountmen. Motto: Illegitimus Non Carborundum.

A.P.X.

Ad Page Exposure – the first and only media measure that tells an account man who sees his babied, fussed-over, nursed-through ad page . . . and how often. The McCoy of media measures.

A.E.s can get the facts on APX from The Saturday Evening Post.

GRADE AA BUTTER

Sara Lee cakes . . . *they're all better because they're all butter!*

KITCHENS OF Sara Lee

people.

An actor should be known for his performance and not personally. But from the present they push themselves forward and assume a leadership of this nation.

The reason is the high prices vocalists and others can command for their often very poor shows and lackluster performances.

Much of the criticism directed against advertising comes from this absurd adulation by the press of these rather dull people who appear in commercials for patent medicines and similar products.

Editors seem to have very few photos of actors and actresses and they use these same faces day after day. How boring, how barren and stupid this becomes! This is an appeal to some imagination in the presentation of entertainment. It is also an appeal to these high priced actors, vocalists and various forms of "stars" to look to themselves and assume a humbler attitude towards the general public. There is already an opposition opinion developing.

Harry Becker,
Publishers' Representative,
Charleston, S. C.

• • •

Mature Females Need A Little Ad Promotion, Too

To the Editor: A plea to the people who write the commercials extoling the virtues of aged coffee beans, wine, cheese, etc.:

Please put in a plug for "mature" females. There's too much emphasis on the lass being greener on the other side of 30.

(Miss) Jackie Mundy (over 30),
Philadelphia.

• • •

Call It Consumer Packaging

To the Editor: Perhaps the funniest thing which has happened—and which maybe has not been noticed by your loyal readers—is the slogan on every case of "Coke" you see:

"Drink Coca-Cola—in bottles."

Try it, and take your cramps to the local M.D. (including king-size bottles, that is).

W. E. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

William James Had a Word for the Wise Adman

To the Editor: I enjoy the leading advertising journal immensely, and am particularly interested in the editorial comment.

Regarding the mortality of advertising men, I think the enclosed paragraph from William James should be mounted in a frame in all offices of admen, per se:

"Neither the nature nor the amount of our work is accountable for the severity of our breakdowns, but their cause lies rather in those absurd feelings of hurry and having no time, in that breathlessness and tension; that anxiety of feature and that solicitude of results, that lack of harmony and ease."

Frank S. Farrington,
Vice President, Director of Advertising and Public Relations,
Park National Bank, Newark, O.

• • •

March of Dimes TV Jingle Ad Strikes Him as Hitting New Low

To the Editor: With all the comment about good taste, or the lack of it, in television programs and their commercial messages, I have just witnessed what, in my opinion, is just about the lowest any advertiser can reach in a commercial message and feel duty bound to sound off about it to the limit of my ability.

It has taken the giant—McCann-Erickson—and the giant's giant—its own boss, Marion Harper Jr.—to reach what must surely be the new standard in bad taste for a commercial/institutional message. I am referring to the current sickening musical spot being aired nationally on tv in aid of the National Foundation-March of Dimes.

This most worthy charity, internationally respected, now presents its cause to the world—help for research on three major diseases—by way of a *musical jingle* played as a background to visual scenes of crippled children and other normally heart tugging cameos.

I don't care how effective it will prove in pulling power, there is a limit to this kind of thing. Maybe the great creative genius at McCann did it on purpose to set a new style for American advertisers. In this case we can surely expect the next year to produce such effective jingles as the Heart Fund Mazurka, the entrancing Mental Health Waltz and the Muscular Distrophy Cha Cha Cha.

Good show McCann. You're still the leader!

Stuart S. Allen,
Manager, South Pacific Region, Commercial Photography Division, United Press International, Hollywood.

Fidler
Young
Over
Horton
Burton

RETAIL AD AWARDS—*Executives of the Indianapolis Times were presented with the advertising award of the year at the 27th annual retail conference of Scripps-Howard Newspapers in Chicago. Lewis S. Fidler, New York, director of the general advertising department, looks on as his assistant Jerry Burton, in charge of the retail division, makes the presentation to Louis Young, advertising director; William Over, retail manager; and George V. Horton, business manager of the Times.*

Cole & Weber Promotes Ten

Cole & Weber has named M. E. Harrison head of client services in its Tacoma office and has elected nine vps. The vps are William H. Sandiford, Lee Jacobi and Sidney Copeland in Seattle; John L. Sugg, Victor S. Collin, Perry Culp and William Wilson in Portland; and Victor Kauffman and Harold Dixon in Tacoma.

Priority Tuna Sets Drive

Priority tuna will be advertised for Lent in 24 dailies in 18 upstate New York cities with newspaper ads up to 200 lines. All ads are scheduled for Thursday food pages. Wright Advertising, Pittsford, N. Y., is the agency.

SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAI1
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Here's why
50,000-watt
WHO RADIO
belongs on any list
of 14 or more
largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *Representatives*

Atlas Names Keller-Crescent

Atlas Van-Lines and its international division, International Sea Van, Evansville, Ind., have appointed Keller-Crescent Co., Evansville, to handle their advertising. Garfield-Linn & Co., Chicago, is the previous agency of record.

NOW

before it's too late! You still have time to make your space reservation for Ad Age's Advertising Agency Issue to be published February 27. Take advantage of the extra reader interest this issue generates each year. Act NOW.

AA

ADVERTISING AGE'S ADVERTISING AGENCY ISSUE

CLOSING DATE FEB. 15

200 EAST ILLINOIS STREET, CHICAGO, ILL.
630 THIRD AVENUE, NEW YORK 17, N. Y.

Mercedes-Benz Gains Ground in Import Car Race

NEW YORK, Jan. 31—In the general acclaim for the advertising of Volkswagen and Rolls-Royce, comparatively little attention was accorded Mercedes-Benz. The German car had 13,230 U. S. registrations through November and was in ninth position among imports. But its standing in November, a poor month for imported cars generally, was No. 4 among car imports for the month.

This eminence, for a car which counts its competition as Jaguar, Rolls-Royce, Cadillac, Lincoln and Thunderbird, is relatively new. Taking nine-month registration as a benchmark, Mercedes' meteoric rise is mirrored in these figures, all for January-September in their respective years: 1957—2,210; 1958—5,405; 1959—10,129; and 1960—10,857.

The big bulge in registrations between 1957 and 1958 is attributed to the establishment of Mercedes-Benz Sales Inc. A subsidiary of Studebaker-Packard, it brought in a new sales and service setup, where Mercedes had previously used distributors. The new subsidiary included 16 spare parts depots, with a multi-million dollar inventory, and mechanical training operations.

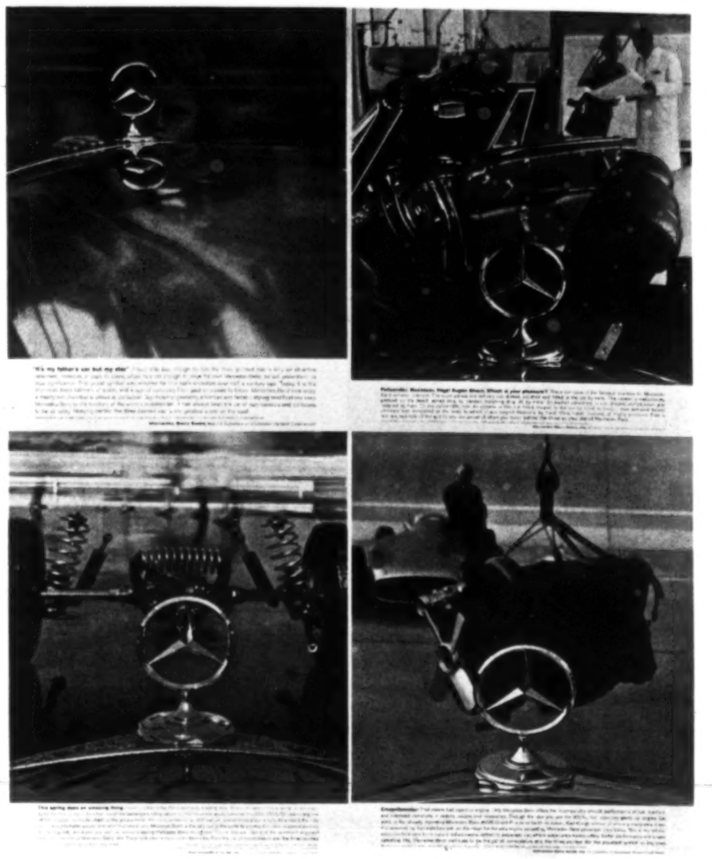


IMAGE TO NUTS & BOLTS—*Mercedes-Benz, which has had a spectacular sales rise in the past four years, has been gradually switching its advertising from glamor and image (above) to an emphasis on engineering and detail in the production of its cars (below). In this series of advertisements in Holiday and Town & Country, the emphasis on the three-pointed star (November and December, 1960) can be seen to give way to emphasis on a swing axle (January, '61) and an injection motor (April and May). The New Yorker, Sports Illustrated and Time also are being used. D'Arcy Advertising is the agency.*

- Daimler-Benz sells a fairly wide line, of course, something its rivals do not. Mercedes-Benz prices range from $3,000 to $13,000. It has 350 dealers across the country.

The advertising of Mercedes-Benz (through D'Arcy Advertising) has taken a gradual but pronounced turn away from "image" to "reason-why," with considerable attention to mechanical detail and to engineering developments. The dominant element in earlier Mercedes advertising was its famous three-pointed star. The star still appears in some advertising, but the new copy talks directly about the Einspritzmotor (or fuel injection), the interiors available in a variety of wood veneers, and the swing axle.

The copy is aimed to reinforce Mercedes' reputation for engineering. Ads run in a wide range of consumer magazines—*Holiday, The New Yorker, Sports Illustrated, Time,* and *Town & Country.* They appear in four "enthusiast" magazines—*Motor Trend, Road & Track, Sports Car* and *Sports Car Illustrated.* They have appeared in the *Wall Street Journal,* and a business paper campaign runs in *Automotive News.* The *Journal of the American Medical Assn.* is also used, and not without reason, since more than 25% of U.S. Mercedes are sold to doctors. The reason is generally supposed to be that the Mercedes is small enough not to arouse the patient's resentment, and is enough of a status symbol to make its mark at the country club. #

Tillamook Plans Campaign

Tillamook County Creamery Assn., Tillamook, Ore., will run ads for Tillamook cheese in national women's magazines for the first time in its history in the first quarter of 1961. Ads are scheduled for *Better Homes & Gardens, McCall's, Parent's Magazine* and *Sunset Magazine.* Strong spot tv will be used in all major markets in the West Coast and radio will be used in selected markets. In addition to its consumer advertising campaign, Tillamook is giving for the first time a special case allowance to the grocery trade. Showalter Lynch Advertising Agency is handling the drive.

Heritage Names Von Hofen

Fred von Hofen, formerly national sales manager of KOL, Seattle, has been named general manager of sales of Heritage Stations, which represents a group of fm stations.

Thomson Names Aspell to Head New Caterpillar Division

Thomson Advertising, Peoria, has appointed Bill Aspell director of its new Caterpillar dealer advertising division. The division will specialize in dealer's local promotions and in Caterpillar Tractor Co.'s own regional advertising program. Mr. Aspell formerly was promotion manager of Ohio Machinery Co., Caterpillar dealer in Ohio.

AWRT Detroit Unit Names 5

Detroit chapter of American Women in Radio & Television, has named five award winners at its annual "Five to Watch" dinner. The five selected are John T. Dempsey, news and public affairs director, WJBK and WJBK-TV; Don Kremer, sportscaster, WWJ and WWJ-TV; Alan Murdock, assistant to the manager at WDET and producer-director at Wayne State University; William Sheehan, news director and newscaster, WJR; and Phil Spelman, public relations account executive, Bureau of Industrial Service, Young & Rubicam.

P&G Forms Chile Subsidiary

A Chilean subsidiary under the name Procter & Gamble (Chile) is being formed by Procter & Gamble Co., Cincinnati. An arrangement is being entered with Perlina, Vina del Mar, Chile, for the manufacture and sales of soaps and detergents. Perlina will continue to market its own products as well. Other P&G Latin American companies are in Puerto Rico, Mexico, Peru and Venezuela.

MacManus, John Drops Fuller

MacManus, John & Adams has resigned H. B. Fuller Co., St. Paul, manufacturer of industrial adhesives, because of a conflict with the adhesive, coatings and sealers division of Minnesota Mining & Mfg. Co., a MacManus client. Fuller is expected to name a new agency in the near future.

THE S.E.P. SHORT COURSE

T.W.X.

Scratch one Television Writer. The ratings were so low it took skindivers to find them. Even the canned track didn't laugh. Get new writer or get new sponsor. Signed, Sponsor.

A.P.X.

Ad Page Exposure – the first and only media measure that rates a magazine's power to showcase your own, individual advertising page. Tells how many proved "selling opportunities" you get. Look into it.

For the facts on APX, just whistle. Signed, The Saturday Evening Post.

GOP, Democrats Spend $14,250,000 on Radio-TV Ads

WASHINGTON, Jan. 31—The Democrats and the Republicans spent almost $15,000,000 for radio and tv time during the campaign, the chairman of the Federal Communications Commission told Senate investigators today.

Figures presented by Chairman Frederick Ford were based on a special study which the commission conducted following last fall's political campaign. A similar study by the Senate elections committee after the 1956 campaign showed $9,501,000 in radio-tv expenditures.

The FCC study was presented as the Senate commerce committee took up proposals by the radio-tv industry to repeal Section 315 of the Communications Act which requires stations to provide equal time for all candidates, including those of splinter parties.

▪ Spokesmen for the networks and the National Assn. of Broadcasters told committee members that the temporary suspension of Section 315 for Presidential and vice-presidential candidates in the 1960 election resulted in a big increase in time contributed by the industry, and cleared the way for the Nixon-Kennedy debates.

Industry witnesses said last fall's experience shows that the "equal time" rule actually reduces the amount of political broadcasting, and that the industry can be trusted to act fairly if it is given freedom to allocate time according to its own judgment.

Sen. John O. Pastore (D., R.I.), chairman of the communications subcommittee, indicated that he believes the industry has made a good case for itself, but he expressed some concern about the possibility that debates between Presidential candidates might be sponsored in the future.

When Alfred Beckman, ABC vp, said he thought sponsorship might be appropriate under the proper circumstances, Sen. Pastore said network officials should expect to be questioned on this point when the committee holds hearings later this year on specific legislation changing or repealing the "equal time" rule.

▪ On the basis of preliminary results now available, the FCC report on last fall's campaign showed that Republicans paid $7,500,000 for political broadcasts, while Democrats paid out about $6,750,000. The Senate expenditures committee report showed Republican expenditures of $5,381,000 in 1956, and expenditures of $4,120,000 by Democrats.

Figures presented by Mr. Ford showed that the GOP in 1960 spent $1,820,360 with tv networks and $3,315,547 with stations. Radio expenditures for Republicans amounted to only $44,546 for network time, and $1,864,703 for station time. Democrats spent $1,106,875 with tv networks, $3,012,465 with stations, $34,321 with radio networks and $2,079,574 with stations.

While total spending was up sharply from 1956, FCC noted that spending for network time was off 7.5% largely from curtailed tv network spending by Democrats and less radio network spending by both parties.

▪ Total spending with radio-tv networks by Republicans was $1,864,906, down only seven-tenths of 1% from $1,877,718 in 1956, while total network spending by Democrats was off 16.9% from $1,373,736 in 1956 to $1,141,196 in 1960.

Republicans increased their tv network spending by 5% to $1,820,360, but trimmed radio network expenditures 69.2% from $144,646 to $44,546. Democrats cut network tv by 7.6% from $1,197,441 to $1,106,875, and radio by 80.5% from $176,295 to $34,321.

While Republican spending with networks was down seven-tenths of 1%, expenditures with radio and tv stations amounted to $5,180,250 in 1960, compared with $3,502,282 in the Senate expenditures committee study for 1956. Moreover, Democrats, after curtailing network expenditures by 16.9%, increased their spending with radio-tv stations from $4,120,000 in 1956 to $5,092,039.

▪ Frank Stanton, president of CBS, stressed that audience interest reached a higher peak by far during the political debates, which were aired free by all the networks, than during any of the paid political broadcasts. "The average debate attracted 120% of the audience of the programs they preempted, while the average paid political ad attracted only 70% of the audience of the programs they preempted," he said.

▪ Robert E. Kintner, president of NBC, told subcommittee members that last year's expanded political coverage has developed greater sponsor interest in public affairs programs. "In the long run, to give broadcasters the journalistic credentials they were able to borrow in 1960, and which they used with such responsibility and distinction, is to improve the flow of public information not only during political campaigns but between the campaigns as well," Mr. Kintner said.

▪ Gov. LeRoy Collins, appearing before Congress for the first time as president of NAB, said FCC's general power to require "fairness" would be enough to assure that political candidates get proper treatment from broadcasters if the "equal time" provision of the law is repealed.

He argued that the real issue for Congress to consider is what will best serve the public interest. Candidates need to be treated fairly, but the important need for the public is to be informed, he said.

"In my home state," he said, "the head of the Ku Klux Klan is a frequent candidate for governor. No one, including himself, has taken his candidacy seriously. Yet under the present provisions of Section 315 he would have to be accorded equal time with bona fide candidates. Would anyone contend that the public interest would be served by such a use of air time?"

MEDICAL LIBRARY
FOR YOUR HOME
SPECIAL
ONLY $10.00

OFFER—*De Pree Co., Holland, Mich., is offering a four-volume health encyclopedia for $10 to purchasers of its vitamin products.*

Last Minute News Flashes

Texaco Ponders Cutting Print Ads

NEW YORK, Feb. 3—Texaco is considering sharp cutbacks in its 1961 print allocations—notably in newspapers—in favor of concentration in television and radio, ADVERTISING AGE learned today. The oil marketer, never a big newspaper advertiser, is currently considering abandoning the medium—in which it spent some $500,000 last year—for radio and television commercials. Magazines, which got more than $1,000,000 of Texaco's ad budget in 1960, are also due for cutbacks. Cunningham & Walsh is the agency.

Interpublic Seeks to Buy Britain's Pritchard, Wood

LONDON, Feb. 3—Interpublic Inc., parent company of McCann-Erickson, has made a bid for Pritchard, Wood & Partners, one of Britain's leading agencies. The deal is expected to go through next week. Pritchard, Wood billed $12,500,000 in 1960.

Chrysler Sues Minor, Seeks Profit Accounting

DETROIT, Feb. 3—Chrysler Corp. has filed suit here against Jack W. Minor, formerly divisional director of marketing, seeking an accounting of transactions between him and W. M. Sales Co. and three other companies, while he was a Chrysler employe. The suit asks that Mr. Minor pay Chrysler the profits obtained from such transactions. Mr. Minor filed suit against Chrysler last week seeking damages as a result of his forced resignation last September (AA, Jan. 30).

Tenneco Oil Names Reach, McClinton

HOUSTON, Feb. 3—Tenneco Oil Co., a subsidiary of Tennessee Gas Transmission Co., has named Reach, McClinton & Co., New York, to handle its advertising, effective immediately. The account had been with Galen E. Broyles Co., Denver. Tenneco was formerly known as Tennessee Oil Refining Co.

Wesson Denies Ads Are Improper; Other Late News

• **Wesson Oil & Snowdrift Sales Co.,** New Orleans, had no comment on the Compton-P&G objections to its commercials at ADVERTISING AGE press time *(see story on Page 1)*, but stations which contacted Wesson's agency, Fitzgerald Advertising, reportedly were told that Wesson considers its tv commercials legal and proper and questions the pressure that is being brought on broadcasters by Compton to bar an effective competitive commercial. Fitzgerald told them that the Wesson spots do not violate ANA or NAB standards.

• **Mel M. Thomas** has joined Advertising Promotions Inc., sales promotion and advertising agency, as director of the company's newly-created marketing division. Mr. Thomas resigned last December as manager of advertising and sales promotion for the industrial products group of Crane Co.

• **William T. McKeehan,** formerly with J. Walter Thompson Co., has joined Metropolitan Insurance Co., New York, as a consultant in the company's ad department.

• **Columbia Pictures and R. H. Macy** have scheduled a 15-page insert in the May issue of *Mademoiselle* plugging the new movie, "Guns of Navarrone," and some derivative fashions.

• **The attorney general of Minnesota** has agreed to dismiss a suit against Family Publications Service, New York, a magazine subscription agency, following some concessions by FPS. In a suit filed in December, the attorney general charged Family Publications with using false and misleading tactics in the selling of magazine subscriptions.

• **Ralm Products Inc.,** Joliet, Ill., manufacturer of Mr. D'Frost, a non-toxic aerosolized defroster for domestic and commercial refrigerators, deep freezers and freezer compartments, has named M. M. Fisher Associates, Chicago, as its agency. Ralm formerly was a direct advertiser.

• **Royal McBee Corp.** has appointed Carl P. Ray vp of marketing, succeeding H. Carl Davis, who has retired. Mr. Ray was formerly vp of subsidiary operations for the company.

• **Aston-Martin Lagonda,** British sports car maker, has appointed Chester Gore Co., New York, to handle its account, previously with Mann-Ellis.

• **National Distillers Products Co.,** New York, will kick off a $1,500,000 newspaper ad campaign in ten days for Old Crow bourbon. The campaign, handled by Lawrence Fertig & Co., will feature an r.o.p. four-color series in 75 metropolitan newspapers. In addition, b&w ads will run in 637 newspapers. A feature of the r.o.p. campaign will be the use of different background colors in successive insertions of the same ad.

• **Noel C. Peltier,** formerly general manager of advertising and sales promotion in the food division of Armour & Co., has been named director of creative and promotion services of Mead Johnson Laboratories, Evansville, Ind., a Mead Johnson division which plans and markets ethical nutritional and pharmaceutical products.

• **Pacotronics Inc.,** New York maker of hi-fi and electronic test equipment, has named Smith/Greenland Co., New York, to handle its advertising.

• **Import Motors of Chicago Inc.,** Northbrook, Ill., midwestern Volkswagen distributor, has named the Chicago office of Doyle Dane Bernbach to handle its advertising, effective May 1. The present agency is Fuller & Smith & Ross. DDB has the national VW account.

• **E. J. Korvette Inc.,** New York, major discount department store chain, has been charged by the Federal Trade Commission with misleading labeling and pricing of apparel from resort-area specialty stores. Korvette—a $1,000,000-plus advertiser, according to the FTC—said it is common practice for department stores to arrange for delivery of comparable merchandise, and goods ordered but undelivered to the original resort store. The discounter said it would contest the FTC allegations.

• **Maxwell House Coffee** is using newspapers and television in the Syracuse-Buffalo-Rochester area to test a free copper-colored canister in which two pounds of coffee at the regular price are packed. Ogilvy, Benson & Mather, New York, is agency for Maxwell House.

• **Cramer-Krasselt** has promoted Kenneth E. Hegard from associate radio and tv director to director of the radio and tv department. He succeeds Roger LeGrand, who has been named manager director of WITI-TV, Storer station here (AA, Jan. 30).

Sears Appoints Ogilvy, Benson for National Ads

(Continued from Page 1)

and Cunningham & Walsh "agreed to terminate their relationship." Sears reportedly spent less than $200,000 last year for national ads, and it is believed that C&W was losing money on the account.

Sears' national ad program has been declining steadily since it reached a peak of $2,250,000 in 1957. The company spent an estimated $1,000,000 for national ads in 1958, $500,000 in 1959 and between $100,000 and $200,000 in '60.

Cunningham & Walsh handled Sears on a straight 15% commission basis, ADVERTISING AGE learned. However, because of declining billings and high costs, it had become unprofitable for the agency. #

Oswald, Link, Others Leave Kenyon & Eckhardt

NEW YORK, Feb. 3—A number of old familiar faces are disappearing from the Kenyon & Eckhardt scene.

George Oswald, vp and account supervisor on several accounts (including Pepsi-Cola and before that Lever Bros.), has joined Geyer, Morey, Madden & Ballard as a senior vp after nine years with K&E. He will be located in Geyer's New York headquarters and will serve as liaison and coordinating executive for the agency's regional offices.

Gerald Link, vp and head art director, is leaving K&E next week to set up his own business after 23 years with the agency.

▪ Several others are departing with the reorganization of the marketing services departments on a group basis. Among them are Prudence Dorn, women's service director, who will continue on a free-lance basis with the agency, and Wauhillau La Hay, tv-radio program publicist, who will combine free lancing with retirement. Miss Dorn has been with K&E about five years, Miss La Hay about eight.

As previously reported, Clark Mattimore, vp of the sales development division, left two weeks ago to become president of Robert R. Mullen & Co., pr company. And Paul Bradley, merchandising vp, is setting up his own pr and sales development company March 1. #

Warwick & Legler Set to Succeed Doner on Timex

(Continued from Page 1)

advertising that propelled its revolution in the watch business consisted of only 109 network tv commercials on 46 shows over a period of the last six years."

In his opinion, the agency head said, "The most important single factor in the Timex advertising success story was the unique commercial concept itself—the live demonstration commercial which was derived from the old time store demonstrator."

Mr. Mohr said last September that the company was looking at other agencies because the company has grown so rapidly it feels the need for the kind of merchandising and marketing services that can be provided only by a bigger agency. In ADVERTISING AGE's agency billings issue (AA, Feb. 29, '60), W. B. Doner & Co. had estimated billings of $18,700,000 for 1959; Warwick & Legler's '59 billings were estimated at $22,000,000. #

Wesson TV Ad Is Unethical, P&G Advises Stations

(Continued from Page 1)

about 85 stations asking that they discontinue carrying the Wesson copy which allegedly disparages Crisco.

■ This is how Frank Kemp, senior vp and media director of Compton, explained the Compton-P&G position in his letter to stations:

"For the past three or four months Wesson oil has been using spot tv commercials which attack solid shortenings. These commercials are running on your station.

"We are seriously concerned with this advertising, because a readily identifiable three-pound can of Crisco is used to demonstrate solid shortenings. The only difference is that the name Crisco in the oval has been replaced with the words 'solid shortening.' There is no mistaking, however, that the product is identified as Crisco, a fact confirmed by our own consumer research, and, you should be interested to know, with a certain amount of consumer resentment.

"We and our client, Procter & Gamble, feel very strongly that the use of the Crisco package in this advertising is seriously harmful and contrary to good advertising practice. As you know, the use of specific competitive labels or packages in commercials has been decried by the ANA and also is in direct violation of Section 12-C of the NAB code."

(This clause says, "Advertising copy should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.")

■ "When you view the commercials with these comments in mind," the letter continued, "we anticipate you will agree with our point of view and will, therefore, refuse to carry this advertising in the future. If you disagree, we will appreciate having your reasons for disagreement."

With the letter went an off-the-screen photo of a closeup of the "solid shortening" can from the Wesson commercials and a picture of the Crisco can.

This letter was forwarded to about 75 stations. A similar letter complained that a Wesson oil commercial used a Crisco oil-shaped bottle in its comparisons. This letter was mailed to approximately ten stations. The P&G mail request covered all the stations carrying Wesson oil tv advertising in the Crisco distribution area.

■ P&G is the No. 1 spender in spot and network tv, but Wesson oil as a product has a tv budget outranking that of Crisco, judging from the most recent figures available. Rorabaugh-TvB figures for the first nine months of 1960 show Wesson with gross spot billings of $3,051,640; Crisco spent $914,870 for shortening during the same period, and $208,120 during the third quarter for its new oil. For network tv time Crisco is listed as spending $541,577 for the January-through-September period.

■ The first three stations to reply —the letters only went out a couple of days ago—said they were no longer carrying the Wesson schedule to which P&G objected, the contracts having expired.

At mid-week the agency had not decided whether it would ask the help of the NAB code office in its battle against what Crisco considers to be unfair advertising tactics. But queries from stations reportedly were beginning to come into the code offices, and code officials were said to be investigating the matter. The New York code office would not comment on the Compton complaint.

■ In New Orleans, Fitzgerald Advertising Agency indicated to ADVERTISING AGE a definite "no comment" attitude on the situation. ≠

Benson & Hedges May Give New Cigarets to Lovick, K&E

(Continued from Page 1)

running" for its new cigaret business.

Usually reliable sources in Toronto told ADVERTISING AGE that "It is only a matter of time before Benson & Hedges announces the appointment of Lovick and Kenyon & Eckhardt."

■ Trade sources find it difficult to estimate what Benson & Hedges cigaret billings will reach, but they point out that it would be "extremely difficult" to launch one brand, even on a limited scale, with less than $500,000.

On the basis that Benson & Hedges is launching two brands—one through Lovick, the other through Kenyon & Eckhardt—the company's cigaret billings this year might top $1,000,000.

Canadian trademark rights for Philip Morris and Marlboro brands are held by Tuckett Tobacco Co., Hamilton. This means that Benson & Hedges cannot use either of these names here and will therefore lose the benefit of a considerable amount of "overflow" advertising from the U. S.

Trade sources say that Benson & Hedges brands here might be Alpine and Parliament. ≠

Salant Named CBS News President in Shakeup

The shakeup at CBS News is continuing. As of Feb. 6 Richard S. Salant will replace Sig Mickelson as president of the CBS News division, New York. Mr. Mickelson, who resigned, will announce his new plans shortly. In effect, Mr. Salant already was in charge of this division, having been named chairman of the CBS News executive committee on Dec. 9, 1960.

Mr. Mickelson's resignation followed by 24 hours that of John F. Day, news vp. Mr. Day said that the "panic" which started when CBS didn't win the convention and election rating battles had become "incredible." He said he was quitting because the situation had become "intolerable." He predicted that there will be other changes, these to involve on-the-air news personalities. Named to replace Mr. Day with the new title of vp and general manager was Blair Clark, a CBS news correspondent since 1953.

WJR, Detroit, Buys WSAZ Inc.

Huntington Publishing Co., Huntington, W. Va., is getting out of broadcasting to concentrate on the newspaper business. The company has sold all the stock in WSAZ Inc., owner of WSAZ and WSAZ-TV, to WJR, The Goodwill Station Inc., Detroit. The sale, at a price of $6,145,600, is subject to the usual FCC approval. Besides WJR, Goodwill owns WJRT, Flint, Mich. C. Tom Garten reportedly will continue as general manager of WSAZ Inc. This sale was negotiated by Vincent J. Manno and Howard E. Stark, New York brokers.

Lewis Labs Names Sawdon

Lewis Research Laboratories has named Frank B. Sawdon Inc., New York, to handle its account, which includes various household cleansers and a new drug product to be announced. Radio and television will be the principal media.

THAT'S ME—*Milton Markoff beams with pride as he shows off a blow-up of an ad Brown Shoe Co. will run in March Parents' Magazine.*

Buster Brown Ad Features Retailer

ST. LOUIS, Jan. 31—Brown Shoe Co. will feature one of its exclusive retailers in a Buster Brown ad in the March issue of *Parents' Magazine* to demonstrate its interest in independent shoe stores.

Milton Markoff, owner of Milton Markoff Shoes, Wilton, Conn., will be presented as a model shoe fitter with two young customers in the ad.

Mr. Markoff is said to combine a three-generation background in the business with a unique store operation. His store in a shopping center was designed according to his desire for "a shop that does not look like a shop," one that gives customers the impression they are sitting in their own homes.

The store has no shoe shelves in the selling area. Deacon's benches and captain's chairs take the place of traditional store furniture. Shuttered room dividers, early American furniture and plants were used to enhance the un-storelike effect. A "toy corner" with toys for children who come into the store is a device used to attract children. The children's business accounts for 70% of the store's sales.

Leo Burnett Co., Chicago, is the agency. ≠

Niles Opens New Hollywood Unit

CHICAGO, Feb. 1—Fred A. Niles Productions, long a proponent of the logic of tv film creation and production in Chicago, appears to feel that although the logic may be right it has not been entirely persuasive; the company announced yesterday that it is opening production facilities in Hollywood, to be known as Fred A. Niles Productions, Hollywood. Within the next few weeks, a sales office also will be opened in Hollywood. In addition a sales office is to be opened in New York.

The Hollywood office is in the California lot; it was at one time the Gross-Krasne facility there. Fred A. Niles said he expects the new unit to boost the company's billing by $500,000 the first year and said he thinks it ultimately may outstrip the Chicago operation in volume.

■ "I have found that most of the Hollywood film companies give the client exactly what he wants," Mr. Niles said. "Our policy is to conceive a better and different way to fill his need." ≠

Resnick & Katz Moves

Resnick & Katz, New York agency, has moved to 341 Madison Ave.

Ronson Reported Dropping NC&K, Set to Name DDB

(Continued from Page 1)

different products, especially now that Schick is part of high-flying Revlon Inc., no slouch in new product launchings.

If there was any other agency in the picture besides DDB, no one seemed to know about it. And if Ronson goes to Doyle Dane, the agency will find itself sharing the account with a shop two of whose principals (Messrs. Koenig & Lois) worked for DDB before opening their own agency.

■ In the Schick first-quarter drive, William F. Siegel, advertising director, said the new campaign was decided upon around Christmas time, following some newspaper test ads, and that Benton & Bowles would be handling billings until March 31.

The campaign is based on a "more than your money back" theme. Customers will be offered a 14-day free trial, along with a pocket-size grooming kit consisting of a comb, clipper nail file, tweezers and cuticle stick.

A minimum of four large-space two-color ads will run in newspapers in all major markets, augmented by a magazine schedule including *Life*, *The New Yorker*, *Playboy*, *Sports Illustrated*, *Time* and *U.S. News & World Report*.

The copy will say: "Try the new Schick for 14 days. Get this grooming kit free. If the 1066 doesn't outshave your present razor, your money back—and the grooming kit is yours to keep." ≠

Dearth Named Morse Head

Robert A. Dearth, vp in charge of domestic and international activities for Morse International, New York, for the last five years, has been named president of the agency. He succeeds Jerome Patterson, president for the last 11 years, who now is chairman of the board. No successor has been named for Mr. Dearth. The chairman's post has been vacant for several years.

Seroka to Form Company

Joseph S. Seroka has resigned as sales promotion manager of Benrus Watch Co., New York, to form Seroka-Calvert Inc. in Mamaroneck, N. Y., specializing in advertising and sales promotion programs.

Lanxner to U.S. Industries

William Lanxner, formerly with American-Standard, has joined U.S. Industries Inc., New York, as assistant to the vp-public relations and advertising.

CBS Re-Schedules Armstrong TV Spy Tale for Feb. 15

CBS Withheld Story to Avoid Conflict with New Government Policy

(See editorial on Page 18)

LANCASTER, PA., Feb. 3—Armstrong Cork Co. was "very pleased" today when CBS-TV announced that the Russian spy drama, "The Spy Next Door," which the network had canceled when originally scheduled on Feb. 1, will be aired Feb. 15 on "Armstrong Circle Theater."

Max Banzhaf, Armstrong advertising and public relations vp, who had opposed the network's Jan. 28 decision to cancel the espionage drama, said Armstrong's position remains the same. "We think that this is an important subject that deals with something the country needs to be and wants to be informed on," Mr. Banzhaf told ADVERTISING AGE. "So naturally we're very pleased that CBS has decided to allow the show to go on."

■ At the time of the Jan. 28 decision to cancel the show, Mr. Banzhaf said the network had decided not to run the spy story at a time when a new administration was trying to improve relations with the Soviet Union. At that time CBS said only that the network decided on its own responsibility to cancel the show—without a request from "anybody in or out of the government."

Today CBS said the Feb. 1 cancelation of the spy story was ordered after a reading of the script. A re-run of an earlier show was broadcast as a replacement. However, "The Spy Next Door" was taped Feb. 1. The tape has been viewed by five CBS vps who now have cleared it for airing Feb. 15. The play is said to be fiction, based on published documents.

■ Armstrong will be busy this week answering the letters, wires and phone calls—"about a foot of them have piled up"—that have come in as a result of this programming hassle. Many of the letters blame the sponsor for canceling the show. The answers will explain that it was CBS, not the advertiser, which kept this spy story off the air for 14 days. ≠

'N. Y. World-Telegram & Sun' Offers Bulk, Frequency Discounts

NEW YORK, Feb. 2—The *New York World-Telegram & Sun* has dropped its flat rate for general advertising, and has adopted a new rate structure based on bulk and frequency, effective April 3.

The new structure, based on an open rate of $1.85 per agate line, provides discounts on annual space contracts of from $1.75 per line for 1,000 lines, to $1.60 per line for 100,000 lines within the contract period.

On its frequency schedule, the daily's new setup provides discounts of from $1.75 per line on 13 insertions in an annual period, to $1.66 for 156 insertions during a year. ≠

Spector Boosts Stevens

Spector Freight System, Chicago, has promoted Henry Stevens, director of marketing research since last February, to director of merchandising. He will supervise advertising, publicity, engineered selling techniques and marketing research.

'Borderline' Publications Periled by P.O.'s 55%-Paid Rule for 2nd Class

(Continued from Page 3)

tions will seek to obtain the entry. The department may want to consider instituting a probationary period similar to the one used by the Audit Bureau of Circulations. A new publication could be allowed second class entry on obtaining 50% paid circulation and given three years to obtain 70% before losing second class."

ABC added that it hoped the Post Office would give the 50-to-70-percenters time to raise their percentages before denying them second class privileges.

■ National Business Publications president Robert Harper said his organization is still dedicated primarily to the belief that a single class of mail should be created for all business publications, regardless of type of circulation, so that the Post Office will give equal treatment to publications of equal value.

NBP, which has members with both paid and controlled circulations, was disturbed that the 70% test used in the original draft of the rule might connote some relationship to ABC (which sets a 70% paid minimum for members). Since the department is apparently determined to adopt a fixed percentage, Mr. Harper said, any change from 70% represents a big improvement from NBP's point of view.

The comment among the business publications was pretty consistent.

• Angelo R. Venezian, vp and circulation coordinator of the publications division of McGraw-Hill Publishing Co., said that the Post Office decision was a ruling in the right direction and a better interpretation of the second class rule. "I am delighted to see the rules interpreted in this way."

He added that McGraw-Hill was in favor of stepping up the base to 70%, as originally proposed by the Post Office.

• The Conde Nast-Street & Smith group said that the ruling will not affect its publications. Paul Young, vp in charge of circulation, said that the 55% stipulation was "a big improvement" on the 70% originally proposed. "But this is not likely to affect us unless a catastrophe occurred; that is, if we had several issues that sold with such a high percentage of returns. In general, we don't operate with such a high rate of return." Conde Nast publishes *House & Garden*, *Glamour*, and *Vogue*.

• Mrs. Helen Meyer, president of Dell Publishing Co., publisher of the new bi-monthly for teenagers, *Ingenue*, said the ruling was "a favor to publishers." She said that now the publisher would have to operate on a smaller print order, and the printer would not be burdened with a large percentage of returns.

However, she added, "I don't know how the Post Office is going to police this. Many of the publications don't have membership in the audit bureaus."

■ Other publishers raised the same point. One said: "It will take a considerable effort to put this rule in its proper perspective. It seems wrong of the Post Office to introduce this rule when the only part of circulation they are concerned with is that part that travels through the mail.

"Last May, when Edwin Riley met the Magazine Publishers Assn. members, we kept asking him the question: 'Why the new rule?' It seemed to us wrong to make a law that affects magazines not going through the mail."

• G. Carol Buzby, president of Chilton Co., Philadelphia, echoed the comment. He said the Post Office ruling was unrealistic and unjustified.

"I have positive ideas about this. I don't want to get in the middle of this hassle, but I see no reason why the Post Office should take on itself to decide what the policy of a publisher should be." He said that Chilton publications are not seriously affected. All are at 55% paid distribution, "or so close as to make it relatively easy to get them there." However, it might get "awfully expensive when we get up to the 65% mark. It would be a needless expense."

• Conover-Mast Publications president B. P. Mast said that the only publication affected was *Purchasing*. "But this represents no problem. We are to that percentage." He said that in general, "our reaction is that this is a good thing."

Lester Suhler, vp in charge of circulation at *Look*, said that the ruling would affect the "real small ones." He added that the ruling probably would be modified to lower the 55% base. Mr. Suhler said that bulk mailing generally is "not a heavy usage item." #

WESTERN HORSEMAN

THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Cleveland Plain Dealer
Sunday Magazine

The BIG Sunday "book*"
of the middle-west
now expanded and
in a smart, new dress

The Cleveland Plain Dealer
SUNDAY MAGAZINE!

More features for top READERSHIP

More Advertising Color availabilities

Same top-notch Buying Audience

The new Sunday Magazine now has editorial sections in color on beauty, food, homemaking, decorating, plus an expanded local coverage of people and places that make well-read news in Ohio.

More and more agencies are using the Sunday Magazine for solid regional selling and pretesting important national campaigns. It's ideal for both purposes. 70% Greater Cleveland coverage plus significant circulation in adjacent counties that make up the total Cleveland market.

The high average income per family plus concentration of population gives the Cleveland market retail sales larger than any one of 35 entire states.

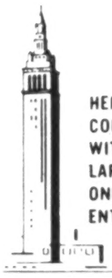
WRITE, WIRE OR PHONE TODAY MA 1-4500

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture. Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales



HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative. The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

San Francisco Dailies Haggle Over Circulation

(Continued from Page 3)

eral promotion manager of the *Examiner*, told AA that the "*Chronicle* has nothing to lose by making such claims."

Mr. Talbot went on to say that the "*Examiner* has no intention of answering this kind of a challenge anywhere in any way. We simply intend to continue as we have in the past to improve the newspaper for our readers.

"We have not gimmicked up the newspaper in any way, and all we intend to do is to sell the *Examiner* strictly on its merits. While we have been doing this, incidentally, the *Chronicle* has stepped up its 'two for one' offer with an intensive campaign on its own station, KRON-TV."

■ The "two for one" offer mentioned by Mr. Talbot was reinstated by the *Chronicle* about a month ago. New subscribers can get the newspaper for two months at a one-month rate. All of the three dailies, including the *News-Call Bulletin*, offered the "two for one" plan last year for a while, but the *Chronicle* is the only daily which has renewed it this year.

The *Examiner*, according to Mr. Talbot, has been the largest daily here for 73 years. In the latest ABC reports, which cover the six-month period ending last Sept. 30, the *Examiner* had a total average daily circulation of 280,307, as compared with the *Chronicle's* circulation of 278,059 for the same period.

Over the past two or three months, the *Chronicle* has also claimed the leadership in the San Francisco bay area. The latest ABC figures show that in San Francisco's city and trading zones, the *Chronicle* has a circulation of 226,067, a slight edge over the *Examiner's* circulation of 224,820 in the same zones.

In the San Francisco city zone, the *Examiner* has a circulation of 110,372 for a lead of 28,529 over the *Chronicle's* circulation of 81,843 in the city zone.

■ Of the two dailies, the *Chronicle* has made the largest circulations gains in the San Francisco area over the past year. For example, the *Chronicle's* total daily circulation average for the six-month period ending March 31, 1960, was 266,895. In the succeeding six-month period, which ended last Sept. 30, its total circulation had jumped to 278,059, an increase of 11,164.

The *Examiner's* total circulation last March 31 averaged 278,978. In the next six months, the *Examiner's* circulation rose to 280,307, a gain of 1,329.

In the Sunday newspaper field, the *Examiner* maintains a comfortable lead over the *Chronicle*. As of last Sept. 30, the *Examiner* had an ABC Sunday circulation of 458,274, as compared with the *Chronicle's* total of 314,832. =

Avery-Knodel Adds Branch

Avery-Knodel, New York, radio-tv station representative, has opened a new office in Boston. Santo J. Crupi, previously sales manager of Middlesex Broadcasting Co., has been appointed radio-tv sales manager of this eighth Avery-Knodel branch.

Davis & Eng Names Cutolo

Dr. Salvatore R. Cutolo, deputy superintendent of New York's Bellevue Hospital, has been appointed chief medical consultant of Davis & Eng, newly-formed New York drug agency.

Mail Pouch Sets Big Print Push for Race Horse Contest

NEW YORK, Jan. 31—Some Mail Pouch Tobacco Co. salesmen who sat in recently on company presentations were never quite sure whether they were there to sell tobacco or to peddle horse flesh.

The presentations were designed to dramatize the eighth consecutive year of the company's Kentucky Club Derby Day contest. And by all accounts, the contest this year promises to catch the fancy of any pipe dreamer, whether improver of the breed or tobacco man.

The presentations were kicked off by Dr. Willem Het Van Der Schtuck (actually Shelly Barton of *True*), who took the bit firmly in his teeth and gave outrageous advice like:

"Occupy your time. Steal the competitors' counter displays. Put your finger through the new Raleigh package. Break the seals of Edgeworth's pouches. Open pound tins so they go stale. Use your razor blades to take the top off competitors' boxes. Use your grease pencils to up competitors' prices. Take down competitors' advertising. What do you think we pay you for?"

■ The Mail Pouch salesmen apparently have done a lot of hard work (though not of the same kind) in the past seven-eight years, the presentation indicated. "In 1954 we had only one tobacco—Kentucky Club White Burley packaged in a tin." That year the contest (which is to name a race horse) brought over 500,000 entries.

In 1955 Mail Pouch introduced White Burley in a Kenseal pouch, and the next year listed for the first time the Peper brands.

"By 1957 we had all the brands in the Kenseal pouch and for the first time we used full-color advertisements and illustrated all nine brands in full color. This pattern has been used ever since, for the contests in 1958, 1959 and 1960," the salesmen were told.

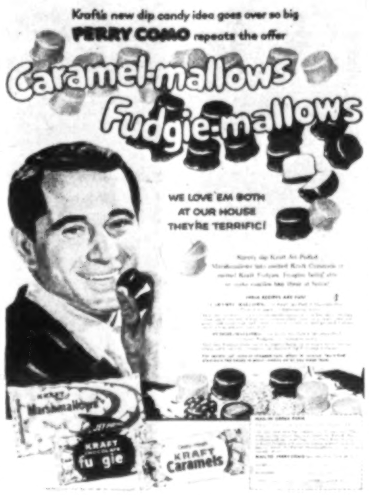
■ Altogether, the seven Derby Day contests have attracted close to 4,000,000 entries. As a result, "our combined dollar sales of the two Kentucky Club brands and the six Peper brands increased 71% from 1954 to 1960." This compares with a reported decrease of 15% by the smoking tobacco industry during the same period.

The company "deliberately set out" at the same time to push its premium brands, and later also raised the price of White Burley from 15¢ to 20¢.

Of the company's tobacco business in 1959-'60, White Burley accounted for about 50%, Aromatic about 16% and Peper brands about 34%. Aromatic gained 207% in five years.

The salesmen also learned that Mail Pouch—which has been giving race horces away since 1954—has so far parted with five colts and two fillies, prize thoroughbreds, all.

■ "We have an amazing record," the salesmen were told. "When you buy a thoroughbred colt at a yearling sale, as we do, the odds against the horse ever racing are four to one, and the odds against the horse ever being in the money are even greater. We're proud that every one of our horses—except Fildihill, who isn't yet ready—has raced at major tracks and every one has been in the money."


Kraft's new dip candy idea goes over so big
PERRY COMO repeats the offer
Caramel-mallows
Fudgie-mallows
WE LOVE 'EM BOTH AT OUR HOUSE THEY'RE TERRIFIC!
KRAFT Marshmallows
KRAFT fudgie
KRAFT Caramels

PERRY CARAMEL—*Kraft is featuring its tv star, Perry Como, in color pages in comics sections of 128 Sunday newspapers, Metro, Puck and independent comic supplements for its "Caramel-Mallows" and "Fudgie-Mallows" during late January and February. Tv will be used also for the promotion.*

Mail Pouch spent $3,600 in 1954 for a filly which was named Fillequine, won by a Massachusetts woman, who raced her for four years. The filly won money in 11 races. In 1955, $6,000 was spent for a granddaughter of Sir Gallahad. "This gave us a famous name to play up in our advertising." Contest winning name for this horse was Delphidessax. His winnings were spread over 35 races.

The company paid $9,200 for a son of Devil Diver in 1956. The winning name for this horse turned out to be Aurecolt. He won $45,000. The '57 colt, a son of Your Host, cost $15,000. His name proved to be Ali Hurry Bhai. In 1958, $17,500 was paid for a colt by Count Fleet. More than 500,000 entries were placed in the naming contest. Winner: Hasty Transit.

■ Mail Pouch bought a son of Oil Capital in 1959, a horse it paid $14,500 to acquire. Hopepharoil was his name. Last year, $25,000 was paid for a colt by Hill Prince. Again 500,000 entries were received in the naming contest. The winner was Fildihill.

There will be two winners of this year's contest. One will get a colt, the other a filly. Each will get two tickets to the Kentucky Derby, plus $1,000 each "to spend in Louisville," plus room and board and training for the horse paid by the company until July 1.

Mail Pouch will keep a tighter rein on entries this year. "Over the past few years we've found that a number of the people who regularly smoke our tobaccos have been saving the wrappers all year 'round in anticipation of our contest each spring. This year we've got a new proof-of-purchase—the zipoff top. This is part of the package that would normally be thrown out, even by persons saving wrappers.

"Thus, this year we will be sure that every entry we get will represent a new sale."

■ A heavy barrage of ads will support the contest. Supplements to be used include *The American Weekly*, *Family Weekly*, *Parade* and *This Week Magazine*, as well as independent supplements distributed with the *Chicago Tribune*, *Columbus Dispatch*, *Louisville Courier-Journal*, *New York News*, *Philadelphia Inquirer* and *Toledo Blade*.

The magazine schedule includes *Argosy*, *Sports Afield*, *Sports Illustrated*, *True*, and a racing paper called *Economy*. Trade ads will run in *American Druggist*, *Tobacco Leaf*, *U.S. Tobacco Journal* and *Western Tobacconist*.

Charles W. Hoyt Co., New York, is the agency. =

Changes to Brown & Crane

Brown & Butcher, New York, has changed its name to Brown & Crane. Robert P. Crane Jr., vp and creative director, has been named president. Carl S. Brown continues as chairman of the board.

West Coast Admen Generally Like Guild's Image Plan but Think It Should Be National

SAN FRANCISCO, Feb. 1—A suggestion from Walter Guild that the advertising industry hire an ad manager and an agency to run a campaign on its own behalf has been met with general enthusiasm on the part of West Coast admen.

But his further suggestion that the western region of the American Assn. of Advertising Agencies start the ball rolling received very little support.

Leading admen in Los Angeles, San Francisco, Seattle and Portland were questioned by ADVERTISING AGE for their reactions to the proposals made by Mr. Guild, president of Guild, Bascom & Bonfigli, in a talk to the San Francisco ad-club (AA, Jan. 16). Here are their reactions:

• John del Mar, Four A's representative in the western region, pointed out that Mr. Guild's proposal is already being considered by the national group's committee on public relations. And he added that Hill & Knowlton, hired by the Four A's to bolster the public relations of the industry, will present some preliminary recommendations at the February meeting in New York.

• Louis Honig, president of Honig-Cooper & Harrington, said, "I think Mr. Guild's idea a good one and worthy of very serious consideration. I am also inclined to believe that a single ad agency might well be able to do a better job than could a task force composed of a number of volunteers . . ."

• Kai Jorgensen, president of Hixson & Jorgensen, said he did not favor any action, but that "if there is a need for an advertising campaign in behalf of advertising, this should be undertaken by the Four A's on a national basis." He said he did not favor an ad campaign for the advertising business because "such a campaign might only focus attention upon the irresponsible advertisers who would not be bound by any ideals reflected in such a campaign. Responsible advertisers and responsible agencies," he added, "do reflect with credit on advertising and marketing by the daily conduct of their business and are not under fire from the public or their consumers."

• Said John Hoefer, of Hoefer, Dieterich & Brown: "Mr. Guild's proposal makes considerable good sense, but in view of the current efforts on a national scale . . . it probably would be best to wait and see what is planned as a national program. It would be too bad to have something originate here in the West that could conceivably turn out to be in conflict with such a national program. Most of the agency people and others in the business with whom I have discussed this proposal are of pretty much the same opinion."

• "It was a good speech," commented Milburn Johnston, vp and manager of Campbell-Ewald Co. in San Francisco, "but I really think this is a job for the Four A's to handle. And I actually am convinced that the general public doesn't think as badly about advertising as we in the business believe they do."

• Fred Baker, of Frederick E. Baker & Associates, said, "I am completely in accord with the principal Walter Guild expounds. But this should be undertaken on a national, not a regional basis."

• "I would subscribe to the principle and reserve judgment on the method," said Roy Wensberg, manager of the Bozell & Jacobs Seattle office. "I do think that the advertising business has been delinquent in not expressing itself adequately to the public."

• George Griffis, manager of Pacific National Advertising Agency, commented: "How can you lose? We are like a doctor or a lawyer; when he gets in trouble he goes to another one, he doesn't try to do the job for himself. If we believe in the product we sell, we'd better use it in our own behalf."

• "If advertising is to be defended, I think the only way to go about it is to have an agency do the job," said James Miller, of Miller, MacKay, Hoeck & Hartung. "But I admit that I am disenchanted with much of the advertising that has been done on behalf of the industry. It tends to be condescending and apologetic."

• Richard Montgomery Jr., head of his own Seattle agency, termed Mr. Guild's proposal "an excellent idea. This would certainly help counteract the wrong image given about the advertising business by people writing about it from the outside."

• "Mr. Guild has offered a sound and constructive suggestion," said Barry W. Boland, president of Boland Associates. He added, however, that "there is a great need for an agreement on the part of all of the advertising business on what product it is we are selling and what the significance is of this product. This would require considerable coordination and consolidation of the opinions of all groups in this business."

• Harry A. Lee, vp and manager of J. Walter Thompson Co., San Francisco, said, "I don't really think the western groups should take unilateral action." He added that "advertising's major problem is that of communication, and we need sound pr counseling to determine how people feel toward the advertising business, and the extent of these feelings."

• Richard E. Goebel, vp and manager of Compton Advertising, San Francisco, said of Mr. Guild's proposal: "I feel this is a job for everyone in the industry. I think we should utilize the organizations we now have—the Four A's, Advertising Assn. of the West, *et al*—give them some ammunition for their work and see that the job gets done—or scrap the existing organizations and create a new one if that proves necessary."

• One West Coast agency head commented: "How in hell can you get agency people to agree even on the appointment of an agency? The conflicts of interests and jealousies are apt to keep this thing from ever getting off the ground."

• And another executive, doubting the value of a western region move, declared, "any advertising work would have to include the New York agencies, because that's where the money is." #

Storer Named President of New Storer TV Sales

Storer Broadcasting Co., Miami Beach, has named its new representative arm, Storer Television Sales. Peter Storer, who earlier was named to head the wholly owned subsidiary, has been given the title of president. Francis P. (Frank) Barron, formerly general sales manager of WJW-TV, Storer's Cleveland station, has been appointed general sales manager of Storer tv sales. Temporary offices of the representative are at 625 Madison Ave., New York.

At the same time, Roy M. Schwartz has been promoted from program manager to operations manager of WIBG, Storer's radio station in Philadelphia.

Thurman to Hameroff & Smith

Thurman Scale Co., Columbus, O., has named Hameroff & Smith, Columbus, to handle advertising and sales promotion.

Coca-Cola Does Not 'Sell Itself,' Renspie Says, Tells Plan that Does

Subtle Effort to Keep Youths Drinking Coke Described by Bottler

CHICAGO, Jan. 31—Coca-Cola promotion men should not be envied by their colleagues in other industries because not even Coke, popular misconceptions notwithstanding, sells itself. Like everything else in the market, it must be promoted vigorously.

R. G. Renspie, vp and general sales manager of Coca-Cola Bottling Co. of Chicago, shattered the illusion as he told the Chicago chapter of the Sales Promotion Executives Assn. last week what the situation is really like.

Head of a sales organization of 355 men, he said he spends 90% of his time in the field trying to see to it, among other things, that enthusiasm generated by the sales promotion staff does not dissipate somewhere along the line before it reaches the point of sale and produces results.

Mr. Renspie told the promotion executives how Coca-Cola works to assure itself of future markets, concentrated mainly in the expanding 8-19 age group.

■ Because of sugar shortages and a diminished production of Coke during World War II, brand loyalty had evaporated. Youngsters had to be introduced to Coca-Cola. This required a massive effort, but even its successful completion brought no respite. Even without war or other catastrophes, according to Mr. Renspie, the market's composition changes constantly, as people familiar with a product die, and young, unexposed consumers replace them.

Coca-Cola's youth program, one of its major promotional efforts, begins at the impressionable fifth-grade level. The youngsters—and their teachers—are influenced by subtle programs such as the current and highly successful Elementary Science Laboratory project.

Made available by the parent, syrup-making company to its local, independent bottlers—who may buy it or leave it—the program stresses educational service.

■ Consisting of enough experimental and demonstration material covering six basic beginning science fields for a whole school year, the laboratory package with its 36 major working models, teacher's aids and take-home materials for all pupils is supplied free to schools "with the compliments of your local Coca-Cola bottler."

An intermediate age group is the target of a film program on the "wonderful world" of theirs, which includes Coca-Cola only as a subdued background fixture. "The subtle approach is the proper one here, too," Mr. Renspie said. According to him, 250,000 students have seen the Coke films on sports and ballistic missile firings.

The importance given the school program can be seen from the fact that the Chicago bottling company has on its staff an executive whose primary duty is contact with educators and promotion of the program.

The Coca-Cola Hi-Fi club, using a carefully selected disc jockey, is the final segment, aimed also at teen-agers, that caps the company's youth program.

Although it is not possible to measure the sales effect of each segment, the total image effect, as reflected in educator, parent and press comments, is immensely gratifying, Mr. Renspie said.

■ According to him, Coca-Cola promotional efforts at the point of sale become more vigorous during general economic declines or in depressed areas because "parents give up their own pleasures before they cut off the kids'."

He said he frowns on the use of premiums because "each time you use a premium, you lessen the effect of other promotions and cheapen the product." Many companies must be sorry they got drawn into the premium whirlpool, he said.

If a business operates today as it did 24 months ago, it's on its way to bankruptcy, Mr. Renspie said. And advertising and sales promotion are no exceptions, according to him.

The reason for this condition is the quickened tempo of events and increased competition, and this new pace puts advertising and sales promotion—as well as other business-building activities—in a new light, he said.

■ Advertising alone will not sell a product at the point of sale, he said, insisting that proper promotion, on the other hand, will. According to Mr. Renspie, products lacking national advertising support can still be sold at the point of sale through promotion.

Companies, however, must use all three ingredients of the successful sales formula: "We must advertise nationally; we must promote; we must sell at the point of sale," he said.

Sales promotion men owe it to their companies to see their promotions through to the point of sale, Mr. Renspie said. They must not allow them to die on the vine due to lack of enthusiasm. This demise of enthusiasm in promotions is most likely to happen at the all-important end of the line, according to him.

■ Presented to the membership at the dinner meeting were the chapter's officers for 1961. They are: Ralph Cox, sales promotion manager of Sinclair Refining Co., president; Thomas Sullivan, sales promotion manager, Electro Lighting Corp., 1st vp; George Reich, sales promotion manager, Victor Adding Machine Co., 2nd vp; Jack Thompson, director of creative services, the Rylander Co., secretary; and Willard Marrion, advertising representative, American-Standard, treasurer.

One-year directors elected for 1961 are Jerome Martin, sales promotion manager, Johnson Motors; and Thomas Morris, sales promotion manager, Aetna Plywood & Veneer Co. #

Traveling?
Sure sign of what you're getting and that what you're getting is good
Holiday Inn

FOR TRAVELERS—*Holiday Inns of America, Detroit operator of a chain of motels and inns, will use magazines in 1961, starting with a four-color page in regional editions of the March 3 Life. D. P. Brother & Co. is the agency.*

NADI Opens Display Library

National Assn. of Display Industries has set up a display library at its headquarters at Governor Clinton Hotel, New York. At the outset, the library will consist of the bulk of the 1959 entrants to *Display World's* international display contest, with about 4,000 photographs arranged in 65 classifications.

Callo Jr. Heads Agency

Joseph F. Callo Jr., vp and account supervisor at Joseph F. Callo Inc., New York agency, has been elected president, succeeding his father, who will continue as a consultant with the agency. Henry F. Fontana, a Callo vp and account executive, has been elected a director of the agency.

LARGEST FAMILY COVERAGE BY ANY MAINE DAILY

1/3 of the state's
POPULATION
INCOME
RETAIL SALES

Circulation Now Over 75,000!
Publisher's Statement to ABC. Six Months 9/30/60

Reached by The Bangor Daily News
Maine's Largest Daily Newspaper
Represented by Johnson, Kent, Gavin, & Sinding, Inc.

Put your Emphasis on MEMPHIS

...and do a DOUBLE-DUTY selling job!

Memphis newspapers do more than just sell the 620,100 residents of the Memphis Metro Area. Memphis newspapers dominate a TOTAL MARKET of 76 counties where 2,533,000 people live and earn $3,088,268,000 annually.

Any way you look at it, mister, that is a market of tremendous purchasing power!

To help you appreciate the sales potential of this important market, we'll be glad to forward our "Emphasis on Memphis" booklet. No obligation . . . drop us a note.

Buy MEMPHIS!
Buy MEMPHIS NEWSPAPERS!

THE COMMERCIAL APPEAL
•
MEMPHIS PRESS-SCIMITAR

MEMPHIS, TENN., SCRIPPS-HOWARD NEWSPAPERS

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

SPACE SALESMAN

Opportunity in Chicago for aggressive, hard-hitting space salesman to cover midwest states for established business publication. Draw plus commission plus all benefits. Send resume.

Box 4465, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA GIRL WANTED

for the Advertising Department of the Health Company, Benton Harbor, Michigan, manufacturers of high fidelity and other electronic equipment.

The experienced young lady we hire will, in addition to the usual media buyer activities, compile advertising statistics, report findings, and recommend procedures to top management.

She will enjoy a good salary, liberal employee benefits, congenial working conditions in a modern plant on the shores of Lake Michigan, and the pleasant living of a resort area just two hours from Chicago. Send resume to:

C. M. Edwards
Director of Advertising
Heath Company
Benton Harbor, Michigan

$35,000 PLUS
PROMOTIVE RIGHT HAND MAN

Wanted by developer of outstanding new consumer products. Phone EM 1-2858, Miami, Fla.

Box 4525, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERT ON TRAINING TECHNIQUES?

This may be your big opportunity with a top advertising agency dedicated to helping salesmen become more proficient. We need a writer-visualizer to prepare sales training props (manuals, films, flip-flops, etc.) to help salesmen better understand industrial mechanical equipment and thus sell it more effectively. Creativity and drive are important. Send resume and facts to show your capacity to fill this position. State salary objective and when available. **Erwin Wasey, Ruthrauff & Ryan, 3 Penn Center, Phila. 3, Pa.**

EDITORIAL ASSISTANT
SALES PROMOTION

Journalism graduate or equivalent experience. Age range 23-30. Job involves creating, and producing chart presentations, meeting guides and other visual aids for group sales training meetings. Some field work to secure material and reactions. Rural background helpful but not necessary. Headquarters in St. Louis, Missouri. Opportunity for advancement. Replies kept confidential. Write complete details to:

A. W. Moise
Ralston Purina Company
835 S. 8th St.
St. Louis 2, Missouri

DIRECT MAIL

Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker.
401 Presbyterian Bldg., Nashville, Tenn.

COPY AND PREPARATION—
INDUSTRIAL LITERATURE

Competent writer who can also plan, organize and follow through. Literate, conscientious craftsman. Creative, versatile, meticulous about details. Knowledge of design, graphic arts very helpful. Multi-division corporation. 4 - 5 years experience.

Box 4526, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity editors
adv managers copywriters
Artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

Advertising Salesman—for
NEW BUSINESS

Small but completely staffed advertising agency requires experienced salesman, preferably with advertising agency or trade publication space selling experience. Must be a self-starter with ability to organize and follow through selling program. Age: over 35. Resident metropolitan area. Married man preferred. Will receive active support of exceptionally capable art, copy and marketing personnel. This is an excellent opportunity to obtain a permanent and lucrative post in a growing organization. Compensation: drawing account and commissions. Our staff knows of this announcement. Write in detail to

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630 Third Ave., New York 17, New York

GIRL FRIDAY NEEDED

Advertising Manager needs well organized secretary with initiative and courteous manner. Excellent location and working conditions with large company. Age 22-30. Agency experience not necessary. Write or call **Miss Poore, Personnel Department, American Bakeries Company, 919 N. Michigan Avenue, WH-4-6100.**

NEED EXP. LETTERING MAN

who has flair for the modern. National accounts P.O.P. material opp. to do creative layouts, etc. Full time or freelance. State app. salary.

Box 4541, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CAN YOU FILL THIS:

Growing Chicagoland Suburban Bank needs all around advertising and public relations man or woman—must be able to create and produce program for space, radio, direct mail, display, etc.—also handle mechanical production. No agency used. Interesting opportunity for the right person. Submit written confidential resume in detail.

Box 4542, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Call Beth Turnbull
BARNARD PERSONNEL
220 S. State St., Room 910, WA 2-2306
for the right type of talent to face any art job.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

POSITIONS WANTED

RADIO-TV JR. EXEC WANTS AGENCY

31, married, New York res. B.A. & M. A. 6 years in midwest broadcasting & films. Desires position in radio-tv dept of a New York ad agency. Exp. in sales promotion, continuity, traffic & commercial films. Ambitious adult. Facile writer.

Box 4530, ADVERTISING AGE
630 Third Ave., New York 17, New York

"I'LL DIE WITH MY EYES OPEN"

So died a patriot . . . and so might die your ad campaign. Need some imaginative art and copy? Try us. We'll breathe life into your ads. We're experienced free-lancers specializing in tough ad problems. Write to: **Box 1053, Detroit 31, Michigan**

Advertising/Marketing

EXECUTIVE MANPOWER SHORTAGE?

WOMANPOWER MAY BE THE ANSWER!

Specialist in marketing products to women seeks new opportunity. Nine years experience in advertising, merchandising, research. Write to:

Box 4485, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

WRITER seeks career position in industrial publicity, adv or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 4475, ADVERTISING AGE
630 Third Ave., New York 17, New York

COMMUNICATIONS—public, employe, community. Experienced (8 yrs) exec in all fields desires industrial PR position East Coast or South. Broad knowledge of media, big industry communications methods. Resume on request.

Box 4527, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER OR ASST.

Have knowledge of agency procedures through production, service and Asst. Acct. Exec. work. Administrative experience and can create ideas, too. Desire opportunity to grow from within. Am hardworking and conscientious. Ten years experience. Age 30. Married. Chicago location or suburbs.

Box 4528, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

If You Believe there is a place in your business for a man mentally alert, physically fit and experienced even tho he is 50 years old, please let me know. I need a job!

Box 4529, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FULLY EXP EXEC, 9 YRS ADV & DM

Copy, layout, type; PR; planning, budget, purch'g pkgng, agcy & ltrsvc liaison; sales; o'seas exp. 32, hard-worker, initiative; can show past $ achievements

Box 4531, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKETING AND SALES PROMOTION PROBLEMS SOLVED!

Eleven years meeting rough and tumble of competition and building products from zero to seven figure sales is experience which can help agency or manufacturer lick marketing and product sales problems, in drug, variety, grocery and dept. stores. For a meeting and a sample of this experience applied to your problems write

Box 4532, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS OR EDITOR

3 yrs. editor external hse. organ. Exp. in PR, reporting, feature & copywriting & layout. B.S. in Jour. N.U., F. Age 25.

Box 4477, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY HEAD IS LOOKING

for Copy Chief or Ad Mgr. job. Brilliant DM sales record. Intangibles, foods, industrials. 25 yrs. exp. Earning $15,000.

Box 4543, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Chicago agencies looking for a contact man with sound business judgment who can service and develop a food account will be interested in this brief resume:

Strong food background—national and regional. Thoroughly experienced in: writing marketing plans; budget formulation and administration for all media; product development; contact work with chain store and group merchandisers; creating P.O.S. and brochures (and the ideas behind them); packaging; and publicity. Presently Advertising Sales Promotion Manager for leading regional food manufacturer with earnings in lower teens.

If the experience above appears to coincide with your thinking, send a letter off today to . . .

Box 4544, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PUBLIC RELATIONS EXECUTIVE

20 years' experience creating and carrying out national news publicity programs for leading corporations, associations, consumer and industrial products. Excellent writer with newspaper background and top contacts, including business-financed editors.

Box 4547, ADVERTISING AGE
630 Third Ave., New York 17, New York

Asst. to advtg. mgr.: client contact, detailed follow-up budgets, traffic, production media; excell. typist, MM typist; PR exp. Locate midtown NY.

Box 4533, ADVERTISING AGE
630 Third Ave., New York 17, New York

CHICAGO FREELANCERS

offer you the services of Chicago's finest creative talents. We handle your creative dept. overload. All media. Ideas, copy, layouts, storyboards.
Write: PO Box 412, Glen Ellyn, Ill.

ART DIRECTOR
AVAILABLE

Many years experience with top-flight 4-A agency serving wide variety of national accounts in all media. Client contact experience and broad knowledge of photography, type and engraving.

Box 4545, ADVERTISING AGE
630 Third Ave., New York 17, New York

UNUSUAL TALENTS

In addition to being an anatomical artist and medical illustrator with ability to write technical copy also graduate veterinarian. Both objectively analytical and intuitively creative, am a young (34), ambitious self-starter with proven PR exec adms. ability. Ideal for veterinary drug adv PR adms. combination. Resume, references on request.

Box 4546, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS' REP—NEW YORK

Available to represent one growing consumer magazine.

Box 4534, ADVERTISING AGE
630 Third Ave., New York 17, New York

Need Southern Representation?

Atlanta Representative firm, long time coverage of the South wants representation of trade or consumer publication.

Box 4535, ADVERTISING AGE
630 Third Ave., New York 17, New York

West Coast Reps Attention Publishers

Experienced organization with excellent sales record is expanding their offices to the west coast. For representation write

Box 4536, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

NATIONAL TRADE PUBLICATION successfully operated for past eight years seeks nat'l adv. sales and promotion organization. Offers financial interest to right people.

Box 4548, ADVERTISING AGE
630 Third Ave., New York 17, New York

Small well-established building industry publication for sale. Nat'l BPA audited circulation.

Box 4549, ADVERTISING AGE
630 Third Ave., New York 17, New York

SMALL NYC ADV. AGCY FOR SALE!

Other interest forces sacrifice! Oppty!

Box 4550, ADVERTISING AGE
630 Third Ave., New York 17, New York

MAGAZINE INVESTMENT

Established publisher seeks additional financing for new, quality, business publication in highly lucrative, relatively non-competitive market. Exceptionally high return on secure investment of five to fifty thousand dollars. Silent or possible active management post considered. Write PUBLISHER,

Box 4537, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE PUBLICATION, well established national advertisers in chemical ind. Annual gross $50,000. Ideal for publisher now covering industry. Principals write to

Box 4538, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

NEED HELP IN DETROIT?

Put my top level contacts and my 15 years trade paper experience to work on your PR, publicity, company representation or writing assignments. Automotive, fields.

Box 4539, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR RENT

N.E. COR. MICHIGAN AVE. & ONTARIO
ENTIRE SECOND FLOOR
4625 SQ. FT. GROSS
EQUIPPED FOR AIR-CONDITIONING
PRIVATE PASS. ELEVATOR & ENTRANCE
BOWES REALTY CO. AGTS.
154 E. ERIE ST. WH 4-7495

CAREERS IN PHOTOGRAPHY

Authoritative and Current Booklet. Send 50¢ for postage and handling.
Famous Photographers, Inc.
225 Broadway, New York 7

OPPORTUNITIES FOR WRITERS

Increase your earnings by writing for free lance markets. Send for Free Personal Report and sample copy of nation's largest magazine for writers.
WRITER'S DIGEST
22-35 E. 12th St., Cincinnati 10, Ohio

LOW, LOW PRICES
COMPLETE CATALOG PAGES
Copy · Layout · Art
Type · Printing
(or any part thereof)
HOLDEN
AV 2-3367 (Chi.)

CAPITAL TO INVEST
IN PERSONNEL AGENCY

Experienced advertising executive has capital to invest for active partnership in employment agency specializing in advertising personnel. Location; NY City only.

Box 589, Advertising Age
630 Third Avenue, New York 17, N.Y.

ADVERTISING MANAGER

Stymied in your present job? Looking for a spot where competence is rewarded, advancement assured? A rapidly expanding organization offers real opportunity to a young man with national advertising experience and working knowledge of product management, marketing and merchandising. Write, including salary requirement, to:

Box 599, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

REGISTERED NURSES LIST
FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dups. Address direct or on Cheshire. Full list $7.50M; 25-159M $10.50M; under 25M $15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. RN Addressing Service, 310 Orchard St., East Rutherford, N. J.

CAN YOU WRITE TV AND PRINT?

Would you like to work and live on the West Coast?

We're looking for a versatile writer whose experience includes campaign planning—the big ideas **plus** the little pieces needed to make up the whole package. We want a writer who strives to be a complete advertising man. A writer who can develop fresh ideas and be responsible for seeing them through to the final stages. We hope you have the ability to guide the creative efforts of others.

We're interested in a packaged goods background. Petroleum and technical writing experience would also be helpful. We'd like you to be a good visual writer who was brought up on print but who couldn't resist getting in on TV, too.

If you can handle both, you'll find an opportunity to spread your wings here. Send us your resume in confidence. There's a good salary to make your inquiry worth while.

Who are we? Our national 4A agency is one of the largest and most successful in the West. Box 582, Advertising Age, 200 East Illinois St., Chicago 11, Ill.

TIGER—FED UP WITH JUNGLE

Enough of Madison, Michigan & monkey business. Creative & Art Dir. wants to move West. Earned stripes the hard way, small to big AAAA. Money second to growth opportunity, satisfaction, accomplishment. Heavy on pkgd. items. Thoroly fam. mktg, mdsg, media, every agcy function via 12 yrs acct svce also. Quite at home in deep grass. Hungry—but not carnivorous with clients. No pet. Not "house-broken" or otherwise damaged. Can't stand cages. No zoos apply. Hunters guaranteed sight and shot.

Box 583, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS NEEDS:

. . . for a major office of one of the biggest, fastest-growing agencies, three AE's, probably not over 35, mature in all dimensions. Each will work on one or two "name" accounts under supervisors expected to develop AE's for promotion. Plus benefits, especially if you stay, are luscious. Two will be food men, one at up to $16M, one at up to $14M. The third, up to $14M, will have had "public utility experience" — used here in the broadest sense. All will be tough-minded high-potentials seeking lots of growing room.

COPY, sales promotion, some ads. Electronic experience helpful, light industrial equipment experience required. Big-name company. Midwest $11M

CANDY MARKETING MANAGER, food chain headquarters . . . . $11-$13M

MARKET RESEARCH. Young, strong academically, preferably MBA. Nationally respected specialized consumer research company. Exceptional fringes . . . . . $8-$9M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

TO PRESIDENTS OF NEW YORK ADVERTISING AGENCIES

A client of mine, a relatively small, growing and profitable New England agency, needs a New York office. This is a sound operation with good clients, primarily in the hard goods and industrial fields.

My client wishes to affiliate or merge with or acquire a similar operation in New York, preferably with some accounts in the food, drug and other packaged goods lines.

The principals of this agency are former executives of large New York and Chicago agencies, real "pros" in account management, creative activities, administration and new business acquisition. If you would like to talk to them about a possible mutual interest, write me as fully as possible about your own operation and the reasons for your interest in such a proposal.

JOHN ORR YOUNG
JOHN ORR YOUNG & ASSOCIATES, INC.
80 Park Ave., New York City

SALES PROMOTION DIR.

Are you a young, college grad, experienced in all phases of advertising, direct mail and sales promotion tools, and interested in setting up and running a one-man promotion dept. for established expanding N.Y.C. publisher? Must have demonstrated rare combination of creative and artistic talents with ability to organize, budget, handle details and get things done. Salary open. Send resume and a sample of your best work in confidence to publisher.

Box 573, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

ADVERTISING AGENCY NEEDS MARKETING MAN

If you have had solid experience with a major manufacturer in marketing food or drug products, if you can work with people, if you have a working knowledge of research, if you want to work on a variety of accounts but do it in a more relaxed atmosphere, this Chicago Advertising Agency position may be the one you are looking for. This position requires a seasoned man. Send complete resume with salaries earned and salary expected to Box 593, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

P.O.P. REPRESENTATIVES WANTED

Manufacturers of "CLEAR-STIX" products. Transparent, self-adhering, point of purchase signs. Also die cut decals, price markers, product identification labels, etc., up to six colors, with easy-to-post pressure sensitive tapes or with overall adhesive backing for more permanent type of display. Will adhere to any surface like windows, counters, back-bars, doors, auto bumpers, etc.

Chicago, Boston, Philadelphia
and other territories open.

Transparent Advertising Corporation
2800 College Point Causeway
Flushing 54, New York

WANTED ASSISTANT PRODUCTION MANAGER

Excellent opportunity for hardworking, fast moving Assistant Production Manager with AAAA Michigan Avenue agency. Must have had agency experience. Good salary and excellent fringe benefits. Our employees know of this ad. Please send detailed resume.

Box 597, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

13 equals 40 million plus!

BIG COMPANY executive art administration seeks outlet for vast supervisory background. For 13 YEARS he has created and produced from plan to sheet. He has spread a world-renowned trademark more than 40 MILLION times on booklets, brochures, calendars, catalogs, direct mail, displays, handouts, house organs, packages and presentations. Thorough knowledge of people, budgets, sales promotion and advertising. Resumes on request, Box 584, Advertising Age, 630 Third Avenue, New York 17, New York.

ADVERTISING MANAGER

A midwestern manufacturer of cosmetics sold nationally requires an alert young man as Advertising Manager. He must have successful experience in advertising, and sales promotion of consumer package goods. He will be responsible for coordinating agency activities and the creation of large quantities of sales promotional material. Outstanding opportunity for an able Assistant Manager to advance now. Good starting salary, with participation in the growth of an expanding Company. Send resume in confidence to

Box 590, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Creative Openings in Leading Agency in Johannesburg

A woman writer for print media, radio and television, experienced in women's products, particularly toilet articles. Commencing salary: $420 to $490 per month. She would be appointed on the basis of recent samples of her work, combined with reliable evidence as to her working experience.

A visualizer with a flair for wide range of products, to work on national accounts. No finished art ability necessary. Must be able to produce excellent, fresh looking roughs and utilize type expertly. Would be supported by good art and photographic staff colleagues. Commencing salary around $560 per month.

(Johannesburg has excellent climate and lower cost of living than the United States. Also excellent chances for advancement.)

Box 591, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

Creative Head Advertising Agency

This is an exceptional opportunity for a seasoned creative advertising agency executive to become a member of the top management group of one of the country's leading advertising agencies.

His responsibility will be to direct all phases of the agency's creative output and to set and maintain high standards of performance. The managers of all the agency's creative departments will report to him.

We are seeking a man who has the stature, ability and experience to provide creative leadership, inspire the organization and participate in the agency's future planning, growth and development. His current annual earnings are probably in excess of $50,000.

Compensation will be substantial and commensurate with the importance we attach to this position.

In your reply, which will be treated in strictest confidence, please give us your professional and personal history and include your home telephone number.

Box 580, Advertising Age, 630 Third Ave., N. Y. 17, N. Y.

PRODUCT PUBLICITY BLUE-CHIP CHEMICAL CO.

Experienced professional wanted to handle product publicity for important division of one of the country's largest chemical companies. Minimum of 4 years experience required, preferably in newspaper or trade field. This man must be a self-starter capable of assuming responsibility quickly and carrying projects through to completion. Our staff knows of this opening.

Box 594, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

ART DIRECTOR
Point of Purchase

We would like to hear from a man with a creative and imaginative approach to point-of-purchase problems, one who welcomes a challenge and new horizons.

If you are presently responsible for substantial volume of creative art direction, we invite your inquiry. An excellent opportunity to form a life-time association with a leading and established New York City firm.

Resume will be held in strict confidence. Send replies to: 581, Advertising Age, 630 Third Avenue, New York 17, New York.

TIRED OF STRUGGLING ON YOUR OWN?
If your 1-man agency is prospering but dependant on you alone, consider this:

A compact ($1 million size) advertising and sales promotion agency in an Ohio metropolitan area of 600,000 needs an **experienced** agency man, probably between 35-45. Agency is over 10 years old, with fine reputation, good history on account service (mostly industrial) and non-frantic pace. Two principals have other interests taking up some time and see opportunity for strong third party who can use agency reputation and two accounts as a base to build on. Will pay good salary to right man. No investment required or desired. A real opportunity for a serious-minded, capable individual who can both sell and service accounts.

Box 585, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING
PRODUCTION MANAGER

Seeks responsible position with Manufacturer or Agency. Experience—18 years as Production Manager, Heavy Agency Details in purchasing all phases of Advertising Graphic Arts, and Personnel Supervisor. Write Box 588, Advertising Age, 630 Third Ave., New York 17, New York.

Our 50th Year

COPYWRITER — mostly indus. a c's good oppty. Chicago agcy	$10,000
ADV. ASST. — book publisher - 75% copy—25% production	8,500
ASST. ADV. MGR.—machinery copy-writing exp. desirable	7,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., Chicago, Ill.
Phone: CEntral 6-5353

PROMOTION OPPORTUNITY

Leading, national consumer magazine looking for man with solid background in advertising, promotion and merchandising to assist promotion director of 20-man department. Must know copy, art, production well enough to be able to say yea or nay. Media background helpful but not mandatory. State salary requirements.

Box 586, ADVERTISING AGE
630 Third Avenue, New York 17, New York

ASST. ART DIR.

for design minded Chicago agency—must be able and willing to carry a job through from start to finish in 4 man art dept. Be experienced, have ability to produce crisp lettering indications on layout and have thorough type knowledge. 35 hour week—paid vacation. Hospitalization. Excellent salary to start. Write for appt. — stating previous experience.

Box 598, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

TO A TOP BUSINESS MAGAZINE EDITOR

. . . or a number-two man who is ready for the first chair; a major industrial magazine has an important career to offer you. We need a man who can develop fresh editorial ideas for a management-engineering audience and has experience in directing an editorial staff to instrument his plans. If you are a pro, with the energy and background to fill the bill, send a resume (in confidence, of course) of your experience and earnings to

Box 587, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

Prominent, multi-plant, Midwest food processor having nearly national sales coverage is seeking an assistant for its Advertising Department. We are located in a medium sized community having exceptional educational and recreational facilities. Fine residential areas within ten minutes drive to our office.

Qualifications

Young man with college degree in Marketing, Advertising or Journalism. 3-4 years agency experience and/or advertising experience with consumer goods manufacturer. Experience with newspaper and television media.

All replies handled confidentially. Our employees know of this advertisement. Please send complete resume to:

Box 592, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

DISTRICT MANAGER

One of the country's largest industrial publishers has two openings in the Chicago region. If you are 26-36, a college graduate, and have:

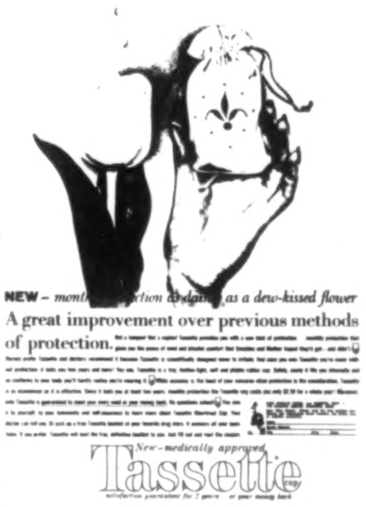
1. Industrial sales experience, or
2. Advertising sales experience, or
3. A degree in marketing, advertising, business administration or engineering,

you will profit handsomely from this challenging assignment.

Please send resume of personal background and experience. All replies will be answered and treated in confidence.

Send inquiry to:

Box 596, Advertising Age
200 E. Illinois St., Chicago 11, Illinois


NEW – monthly protection as dainty as a dew-kissed flower
A great improvement over previous methods of protection.
New-medically approved
Tassette

NEW TASSETTE—*This ad will break Feb. 6 in about 35 newspapers in metropolitan New York for Tassette, feminine sanitary item. In its Jan. 30 issue, Advertising Age reported that Tassette would retail at $2.50. The price actually is $4.95. The ad says, "since it lasts two years, monthly protection the Tassette way costs only $2.50 for a whole year."*

Clark Joins Gordon Best

John C. Clark has joined Gordon Best Co., Chicago, as manager of the radio and television department. He formerly was sales promotion director of De Fur Picture Corp., New York.

Markoff Co. Becomes Fortune

Howard R. Markoff & Co., New York, has changed its name to Fortune Advertising and moved to new quarters at 150 Fifth Ave.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Sell Your Product By Direct Response

COUPONED ADS

In Newspapers, Magazines, Trade, etc. We create ads to build sales, vitalize copy appeals, launch new products. Publishers' rates. Est. 1923. Min. $12,000 yearly. Consult:

Martin Advertising Agency
15 E. 40 St., Dept. 11, New York 16, N.Y.

STEEL INDUSTRY DISTRICT SPACE SALES DIRECTOR

Ohio and Western Penna. Excellent salary plus commission, expenses and benefits. No limit on earnings. Established, exciting, growing publication. Reply in strictest confidence to Publisher.

Box 574, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

COPY SUPERVISORY

An exceptional opportunity exists for creative, industrious individual, preferably in his early thirties, to serve as Copy Supervisor in our Advertising Department. The responsibilities of this position involve writing, and directing the preparation of a wide variety of copy including brochures, advertising copy, point of sales material, direct mail, displays, news letters and other material for a highly diversified product line.

In addition, this activity is also concerned with the preparation of speeches, presentations, and other assignments relating to customer meetings as well as internal sales development programs.

Applicants should possess responsible experience in advertising and/or editorial writing in an agency, company or publication preferably relating to the Agricultural and/or Industrial Chemical Field.

To arrange for a personal interview, please send a complete resume, including salary requirements to Mr. T. H. Diemer.

INTERNATIONAL MINERALS
& CHEMICAL CORPORATION
SKOKIE, ILLINOIS

Gimmick Use Wanes in TV Ads, AA Finds

(Continued from Page 1)

affidavit that the same package shown under water was the one later opened.

■ Morton Dubin, a producer at MPO Television Films, explained: "I would say that in 99% of the cases, the real product is used." He added that, of course, additives are sometimes given to a product or an imitation is used, when the product is not the one being sold but merely used in the setting of the commercial. A good simile, he noted, was where a housewife used a bowl of fake fruit on the table in place of the real, perishable items.

The best rule to follow, when adding something to the product being sold, is whether it will then more closely simulate reality, Mr. Dubin offered. "If you give the product qualities it does not have in real life, that is not truth in advertising," he said.

■ Also, if you talk about the qualities of a "stand-in" product as if they were the qualities of the real product, this again is deception, he noted. For example, if you were using cheese in place of butter, you couldn't say, "look at the texture of the butter," he explained. Cheese is sometimes used in settings in place of butter because the latter melts more quickly under the hot lights.

William Van Praag, of Van Praag Productions, said that in the production of a Lever Bros. commercial, his crew had to lay off for one day while a bundle of clothes was washed. The soiled clothes were filmed one day, and then production was halted while the bundle was sent to the laundry. The laundry had to furnish Lever with certification that the clothes had been washed with the soap brand advertised. In the old days, valuable production time was saved by shooting with two bundles, one soiled and one clean.

■ While filming a drug commercial recently, Van Praag had to get the approval of medical authorities that an animated nasal diagram it was using was physically correct. The medical seal of approval was not mentioned in the ad.

The stress on authenticity can also be seen in the auto field, Mr. Van Praag said. More and more auto makers, when showing a test of their brand in a commercial, have been demanding that the actual test be made. Previously, many short cuts and gimmicks were used, such as filming a car moving backwards and then running the film in reverse to give the illusion of "stopping on a dime."

■ It's a pretty safe bet that the ice cream you see in tv ads today is the real thing, rather than the less perishable potatoes used in the past. Trick usually is to set up with one dish of ice cream and quickly substitute a fresh dish when ready to shoot.

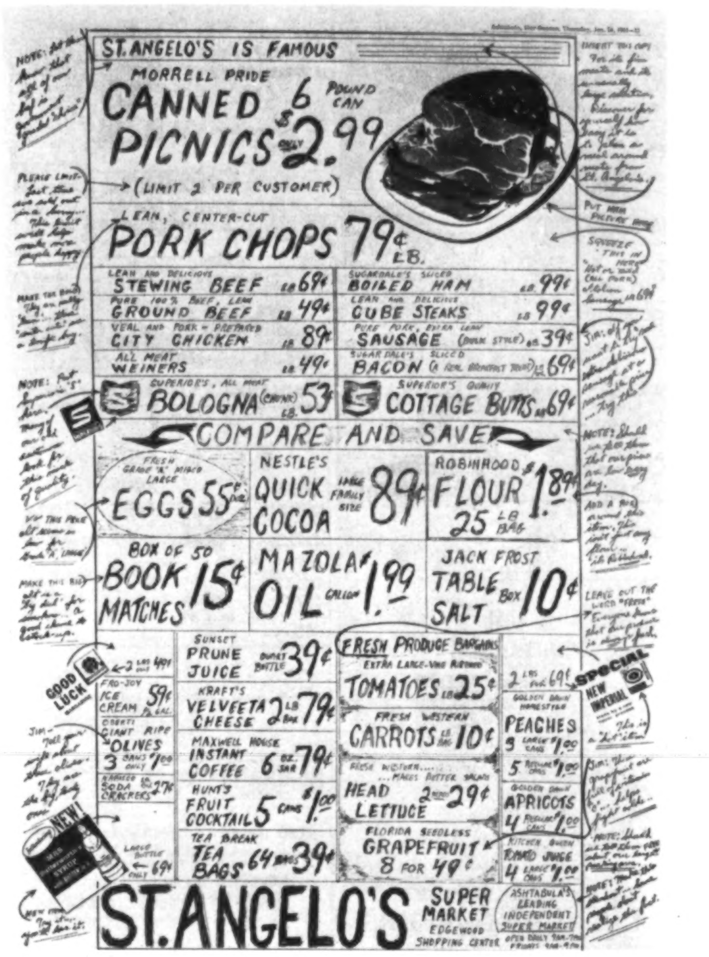
Even then the ice cream melts slightly, but this shining quality makes it more appetizing, Mr. Van Praag pointed out.

Toy makers, who used to simulate real sound of guns, train whistles and the like in the past, have been more and more replacing these sounds with special musical effects to avoid the criticism of claiming qualities for their products which they do not possess, a Transfilm-Caravel producer said.

One trend noted by Transfilm-Caravel is the increased use of slow motion in the production of tv commercials, such as used by Benton & Bowles for Prell and Zest. More and more advertisers, including cereal makers, have discovered that slow motion adds eye appeal to their products, Transfilm pointed out.

■ Hair is sometimes shown being brushed in slow motion to give it a fluffier, more lustrous quality. In the home permanent ads, producers actually go through the permanent waving process, whereas in the past they sometimes took the "short-cut" of employing a curly-haired model.

Polarized lenses are still used by producers on occasion to eliminate shadows and reflections. On highly reflective items, sprays sometimes have to be used. The Marconi camera, however, has eliminated the need for color correction in most cases of taping commercials, according to a Video Tape Productions executive.



ST. ANGELO'S IS FAMOUS

MORRELL PRIDE CANNED PICNICS 6 POUND CAN $2.99 ONLY

(LIMIT 2 PER CUSTOMER)

LEAN, CENTER-CUT PORK CHOPS 79¢ LB.

LEAN AND DELICIOUS STEWING BEEF LB 69¢

PURE 100% BEEF, LEAN GROUND BEEF LB 49¢

VEAL AND PORK – PREPARED CITY CHICKEN LB 89¢

ALL MEAT WEINERS LB 49¢

SUGARDALE'S SLICED BOILED HAM LB 99¢

LEAN AND DELICIOUS CUBE STEAKS LB 99¢

PURE PORK, EXTRA LEAN SAUSAGE (BULK STYLE) LB 39¢

SUGARDALE'S SLICED BACON LB 69¢

SUPERIOR'S, ALL MEAT BOLOGNA (CHUNK) LB. 53¢

SUPERIOR'S QUALITY COTTAGE BUTTS LB 69¢

COMPARE AND SAVE

FRESH GRADE "A" MIXED LARGE EGGS 55¢ DOZ

NESTLE'S QUICK COCOA LARGE FAMILY SIZE 89¢

ROBINHOOD FLOUR 25 LB BAG $1.89

BOX OF 50 BOOK MATCHES 15¢

MAZOLA OIL GALLON $1.99

JACK FROST TABLE SALT BOX 10¢

FRO-JOY ICE CREAM 59¢ ½ GAL.

GIANT RIPE OLIVES 3 CANS ONLY $1.00

SODA CRACKERS 27¢

SUNSET PRUNE JUICE QUART BOTTLE 39¢

KRAFT'S VELVEETA CHEESE 2 LB BOX 79¢

MAXWELL HOUSE INSTANT COFFEE 6 OZ. JAR 79¢

HUNT'S FRUIT COCKTAIL 5 CANS $1.00

TEA BREAK TEA BAGS 64 BAGS 39¢

FRESH PRODUCE BARGAINS

EXTRA LARGE-VINE RIPENED TOMATOES LB 25¢

FRESH WESTERN CARROTS LB BAG 10¢

FRESH WESTERN ... MAKES BETTER SALADS HEAD LETTUCE 2 FOR 29¢

FLORIDA SEEDLESS GRAPEFRUIT 8 FOR 49¢

GOLDEN BRAND HOMESTYLE PEACHES 3 CANS $1.00

5 CANS $1.00

GOLDEN DAWN APRICOTS 4 CANS $1.00

KITCHEN QUEEN TOMATO JUICE 4 CANS $1.00

ST. ANGELO'S SUPER MARKET EDGEWOOD SHOPPING CENTER

ASHTABULA'S LEADING INDEPENDENT SUPER MARKET

BEHIND THE SCENES—*This ad for St. Angelo's Super Market, Ashtabula, O., was printed in the "dummy" layout stage in the Star-Beacon to give the reader a "behind the scenes" confidential view of the ad. The advertiser reported "phenomenal sales activity for three days," according to the newspaper.*

Naturally, some production gimmicks are still with us. Fake ice cubes, for example, are still used in a glass of iced tea, and dry ice gives us the "steam" in hot coffee. A blue shirt is still a legitimate stand-in for the light-absorbing white one.

■ Meats we see on tv often are still undercooked, because properly cooked meat absorbs too much light and would appear too dark. Some foods still require vegetable coloring to compensate for strong lighting, and wrist watches need jewelers' rouge to portray their naturally polished look. And the glycerine used for teardrops in an emotional scene can also provide highlights when rubbed on foods.

Generally, however, gimmicks are losing their place in commercial production. One tv producer asked if the same were true of print ads, where, he complained, models are pinned in back, clothing is stuffed with paper, and curved lenses are used in the production of auto ads to make cars look longer than they really are. #

McGraw-Hill Stockholders Okay Dodge Buy, Stock Split

Stockholders of McGraw-Hill Publishing Co., New York, have approved the proposed acquisition of F. W. Dodge Corp., publisher of construction industry statistics, and authorized additional McGraw-Hill stock to be offered in exchange for Dodge shares. Stockholders approved a three-for-one split of McGraw-Hill common stock and the issuance of 156,987 shares of a new $5.50 convertible preferred stock and 600,000 shares of common stock.

The company will offer 408,144 common shares and all of the new preferred in exchange for all the outstanding common shares of Dodge. The offer will be made before the three-for-one split takes effect, and the acquisition depends on the approval by holders of at least 80% of the Dodge stock. Although the date of the split of McGraw-Hill stock has not been set, it is expected before the end of April.

L&N Buys L.A., Seattle Offices of Martin & Tuttle

The Los Angeles and Seattle offices of Martin & Tuttle, billing $1,000,000 a year, have been purchased by Lennen & Newell in L&N's second expansion move in the past five months. The agency opened a Honolulu office last September. Martin & Tuttle was formed in 1944 by William Martin and Blanche Tuttle, former ad executives with Frederick & Nelson, Seattle department store. A Los Angeles office was opened three years ago.

Both Mr. Martin and Mrs. Tuttle will remain as account supervisor and creative supervisor, respectively, under Theodore Huston, L&N vp and Los Angeles manager. Major accounts of M&T have been the Van de Kamp Holland Dutch Bakeries, division of General Baking Co.; Milk Barn Dairy; Vernell-Thompson Candy Co.; Alhambra Wines; Hi-County Apple Juice; and East Point Sea Foods.

I-XL Names Aves, Shaw

Aves, Shaw & Ring, Grand Rapids, has been named agency for I-XL Furniture Co., Goshen, Ind. The company manufactures kitchen cabinets and related furniture. The agency expects the account to spend about $100,000. Rand-Ries Advertising, Cincinnati, is the previous agency. According to Robert Haas Advertising, Chicago, which had the account until last summer, I-XL spent about $75,000 a year.

Weaver Mfg. Boosts Myers

Harold E. Myers, assistant advertising manager of Weaver Mfg. division, Dura Corp., Springfield, Ill., since October, 1960, has been promoted to advertising manager.

Take a Long Look At This Market

ATLANTIC COUNTY
CUMBERLAND COUNTY
CAPE MAY CO.

SOUTHERN NEW JERSEY
ONE OF THE NATION'S TOP GROWTH AREAS
. . . covered by New Jersey's fastest growing newspaper
44,322
NET PAID CIRCULATION — AND STILL GROWING!
Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Scolaro, Meeker & Scott, National Representatives

THE S.E.P. SHORT COURSE

R.I.P.

Rejected Idea Pile. Don't feel bad. You can always put them in your proof book.

A.P.X.

Ad Page Exposure — the first and only media measure that tells you what happens to the ad They bought. How many contacts it makes — and with whom. No guessing, no assuming, all proved.

Before you show another ad, get the APX facts from The Saturday Evening Post.

Campbell-Ewald Marks 50th Year

DETROIT, Feb. 3—Campbell-Ewald Co. offices were serving birthday cake and coffee to clients and guests this week in honor of the agency's 50th anniversary, but otherwise won't spend too much time harking back to the good old days.

Feb. 7 is the actual date of the founding of Campbell-Ewald Co., which came into being back in 1911 with one client and six people, including the late Frank J. Campbell and Henry T. Ewald. The client was Hyatt Roller Bearing Co., later to become a division of General Motors. It was then headed by Alfred P. Sloan Jr., longtime chairman of GM.

Campbell-Ewald today is among the largest agencies in the U.S. (it ranked 13th in ADVERTISING AGE's 59 billing reports, with $85,000,000). It has 11 offices, more than 800 people working for it and 45 clients.

■ Although Chevrolet division of General Motors remains its No. 1 customer—as it has been, for nearly as long as the agency has been doing business—the C-E line of clients is now diverse. As well as automobiles, it helps to sell business machines, tires and steel, banking services and farm buildings, automobile batteries and printing paper, car radios and typewriter ribbon, tin cans and helicopters, electric power and beer, to name a few.

President Thomas B. Adams, who has held that post for the past three years (and is still under 40), puts the accent on youth in the agency's thinking. "Creativity is the service we sell, and we have the young people to create," said Mr. Adams.

■ In addition to Messrs. Little and Adams, seven men serve on the board of directors and the executive committee.

Senior vp Joseph J. Hartigan heads media and serves as vice-chairman of the board; senior vp Lawrence R. Nelson is the financial director of the agency and chairman of the executive committee; all out-of-town offices report to senior vp Edward A. Schirmer, who also manages a number of client accounts; senior vp John H. Forshew is responsible for marketing and research; executive vps Colin Campbell and Clarance Hatch each manage a group of client accounts; senior vp Kensinger Jones serves as creative director of the agency, coordinating and integrating all print, broadcast and promotional activities.

Important in relation to the future are Campbell-Ewald's training programs, through which college students are given the opportunity to learn the agency business first hand. They work as "advertising interns" during summer vacations and many of them eventually become trainees and then staff members of the agency. #

Nelson Little Adams

COOKS—*Getting ready to bake a cake marking the 50th anniversary of Campbell-Ewald Co., Detroit, Art Director Anthony Nelson displays a drawing of the proposed cake, prior to passing it along to a chef for execution. Viewing the artist's version are Henry G. Little board chairman, and President Thomas B. Adams.*

Nestle Names Barry A.M., Goebel Joins D-F-S

Nestle Co., White Plains, N.Y. has appointed Horace Barry, formerly a group product manager, advertising director. He succeeds Richard Goebel, who has joined Dancer-Fitzgerald-Sample, New York, as an account supervisor.

Hardy Joins California Bankers

Ross Hardy, formerly creative director for J. Walter Thompson Co., San Francisco, has joined the California Bankers Assn. to supervise the organization's advertising and promotional activities. He had been with JWT for the past 25 years.

Rootes Plans Tough Ad Copy in '61 Push for Hillman Cars

NEW YORK, Feb. 3—Rootes Motors, aiming to reverse the disastrous sales trends of 1960, plans to go into 1961, not with a whimper but a bang.

Starting Feb. 10, the company will make drastic price cuts in the five-model range of Hillman automobiles, and launch a $500,000 ad campaign containing some of the roughest and toughest copy in the industry.

For example, copy in the kick-off ad says, with bull-doggish bluntness, "Sure you can buy a Volkswagen for $34 less or a stripped down Falcon for $375 more but look how much more value you get in a Hillman."

■ Rootes has budgeted another $500,000 to advertise the Sunbeam Alpine convertible, which was reintroduced to the U.S. in a small way last year after being out of the market since 1953. Listed at $2,595, the Sunbeam Alpine is gunning for a 20% share of the estimated 50,000-unit imported sports car market this year.

Initially, the Hillman series will get all the heat in a newspaper campaign scheduled to run for three or four months in 64 markets across the U.S.

The price cuts and the accompanying advertising mark a sharp departure from the original approach mapped by Rootes and Mogul Williams & Saylor when the agency took the business from Erwin Wasey, Ruthrauff & Ryan about four months ago.

■ At first, the company and the agency intended to play the game in the good old English way. Seth D. Tobias, senior tp at MW&S, said: "We started out with the whole gamut of original ways of presenting Rootes' Hillman line. Among other things, we emphasized that the Hillman was the only four-door import of that class offering automatic transmission. The first ad or two were on that theme."

However, the company soon saw that it was not getting anywhere by "banging up" on the old quality approach, and with the agency decided on a complete re-evaluation of its sales approach.

In the end, it appears the agency proposed the repricing of the entire line.

According to Ian A. Garrad, executive assistant to the managing director at Rootes, the decision to cut prices was "a result of the meeting of minds" between the agency and client.

■ Mr. Tobias said it followed four or five months research by the agency, which had begun an evaluation of the market about six weeks before being named officially to the account.

Mr. Garrad and the agency executives spelled out some of the reasoning behind the new strategy. They said that Hillman up to now had not had a clear-cut position in the public's mind as to exactly where it stands in the "whole picture." According to Mr. Garrad, "this price cut and the advertising are 'positioning' the car."

Lawrence V. Stapleton, vp in charge of client service and marketing at MW&S, who had a hand in the decision, said: "The public has only a fuzzy notion of the place the automobile occupies, and we have attempted now to establish a clear-cut position for it."

The result, Mr. Garrad said, was that Hillman was "expanding into the vacuum." He claimed that "now we have the same size of gap between us and the compacts as there is between the compacts and the big cars." The vacuum in this case, he added, was to be filled by the Hillman line now ranging in price from $1,500 to $2,199.

■ The models affected are the Hillman Husky, convertible, station wagon, Minx and special. Some of the price cuts are: The $1,735 model is now listed at $1,599; the $1,670 model is now $1,579; the $1,845 model is now $1,699.

The cuts have opened the way to some rough copy. Mr. Garrad commented: "This is the first time we have put in really aggressive advertising. The going for many imports has been rough, and many probably will fold their tents and go back to their native shores.

"But we have no intention of giving up the emphasis on the British character of our product." He added that the advertising would be tough because, "we are not playing in a friendly cricket match."

■ Some of the aggressiveness is a bit less direct than the headline in the kick-off ad. Copy takes a sly dig at the competition—both the imports and the U.S. compacts—in pointing out some of the features of the Hillman, which the company emphasizes is only 2" longer than the Volkswagen. Some lines read: "Up to 30 miles per gallon, but from a powerful engine." "And the engine's up front, where the engine should be." "Economy with no skimpy economy look."

Copy ends with an italicized line conveying a distinct air of English superiority: "No wonder you never see a Hillman on competitors' comparison lists."

■ The ads break today, with 10 to 50 insertions of 600 to 1,100-line ads scheduled in each newspaper. According to Mr. Stapleton, the agency is providing Rootes with services "on the level of the typical big Detroit package" for this campaign.

The ads will include the names of the local dealers, but are being placed by Rootes. The company has more than 700 outlets in the U.S., and launched its price-cut sales meetings with its distributors Jan. 26.

Behind Rootes' dramatic bid to "expand into the vacuum" is the sorry sales picture that faced management as a result of the impact of the compacts and the overwhelming popularity for Volkswagen.

■ From 7th place among the imports in 1959, when Hillman registrations totaled 26,442, the line has declined "about 40%" in sales to about 12th place. Last year, Hillman was out of the top 10 for the first time in 14 years.

Big leader in sales in the first 11 months of 1960 was Volkswagen, which outsold its nearest competitor, Renault, by more than two to one. Top registrations for that period were: Volkswagen 144,472; Renault 60,322; Opel 24,453; and English Ford 22,883.

The second of Rootes' big two for the U.S. market, the Sunbeam Alpine, aims to crash in on a market dominated by the TR3, MGA, Jaguar, Austin Healy and the Austin Sprite. Copy will emphasize the "creature comforts" it contains, such as roll-up windows.

The Alpine got its kick-off in the form of a one-column ad in the *New York Times* recently. For the present, the Hillman will get all the heat, but the Alpine eventually will get almost as big a push as the premier line. #

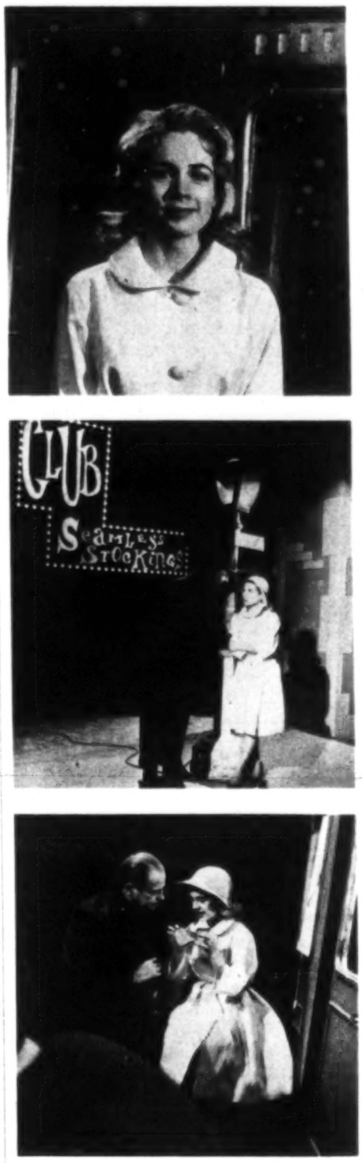
Macy's Seeks Dismissal of FTC Complaint

The Federal Trade Commission has rested its case against R. H. Macy & Co., New York, and Macy's in turn moved for dismissal of the complaint. The FTC last May (AA, May 16) charged the New York department store with unfair acts and practices in pressuring manufacturers to contribute $1,000 each to the store's 100th anniversary promotion in 1958.

Macy's motion for dismissal charges that the FTC had failed to show "that Macy acts and practices had resulted in competitive injury." FTC Examiner Edward Creel set April 15 as the date for the FTC to answer. If the dismissal is denied, the hearings will be resumed April 10. In hearings, several manufacturers testified that their contributions to the Macy centennial were voluntary. This corresponded to testimony given at two earlier rounds of hearings in September and November (AA, Sept. 26 and Nov. 7).

Kingsley Leaves ITC

Walter Kingsley has resigned as president of Independent Television Corp., New York, tv film producer-distributor, because of "policy differences." The post of president will be assumed by Michael Nidorf, chairman of the board. ITC is owned by Associated Television Ltd., British tv program contractor.



NETWORK TV FIRST—*Hanes Hosiery Mills Co., Winston-Salem, N.C., in its network tv bow on Jan. 20, showed two secret agents holding a conversation about the mysterious something that makes a girl irresistible. They meet by arrangement in a restaurant. Later, she hands over a box of new Hanes hosiery to the male agent in a train compartment.*

'Life' Sends Dumper Abroad

Citing "the growing volume of current and prospective advertising by European companies," *Life* has announced the opening of a London branch office under the direction of Robert Dumper, formerly international advertising director based in New York. Time Inc. already has a big staff in London in its own building, but up to now has not had fulltime representation for its U.S. edition. Mr. Dumper has been with the company since 1939.

Rodriguez Forms GAFAS

Graphic Arts Foreign Advertising Service (GAFAS) has been formed in Farmingdale, N.Y. (Box 81), to provide Spanish-language advertising services for graphic arts companies doing business in Latin America. GAFAS plans to specialize in the production of sales promotion materials. It was formed by C. Rodriguez, formerly editor of *El Arte Tipografico*.

Danish Bakers to Beckman

Danish Bakers, Los Angeles, importer of coffee cakes and turnovers from Copenhagen, has appointed Beckman, Koblitz to handle its advertising. The company's ads will have the theme, "From the ovens of Copenhagen." Distribution of the cakes and a variety of fruit turnovers will begin in Southern California.

Fee Zooms as Source of Agency Income: Rubel

(Continued from Page 3)

agencies do a lot of collateral servicing, which is often paid for on a fee basis.

He has found that agency charging practices are "not uniform and are not static. Most agencies could profitably revise their thinking" on the subject, he said.

Although 65% of agencies do not charge clients for any copy purchased outside, Mr. Rubel found it "perhaps more to the point" that 35% of responding agencies of all sizes and types do.

In the case of inside work on media advertising, Mr. Rubel reported that "only a very few agencies charge fees for contact, planning and copy work." These exceptions are almost entirely within the smaller agencies, which work with very low unit-cost media, he said.

■ On special work, such as pr and research, most agencies—regardless of size—charge fees.

In non-media, collateral advertising, 68% of agencies—with less variation here than in any other breakdown—mark up outside services and materials at least 17.65%. This percentage is now the minimum mark-up on outside purchases.

For collateral work done within the agency, 58% of agencies of all sizes charge an hourly rate, 28% use a service charge arrangement, and 14% resort to other methods of charging, according to the "Rubel Service."

Average Percentage of Operating Costs & Expenses by Agency Type
(In Ratio to Agency Gross Income)

	National Consumer %	Regional or Local %	Industrial %	Mixed %
Direct salaries	50.50	51.25	52.00	50.75
Indirect salaries	13.00	12.50	16.00	15.50
Other expenses	26.75	27.25	26.00	30.25
Total operating costs	90.25	91.00	94.00	96.50

That increasing salary costs are creating "significant management problems" for middle-size agencies, Mr. Rubel warned in the January issue. He also stressed the "plight of the industrial agency," whose ratio of indirect (administrative, new business and general service) salaries to gross income was found to be 23% higher than the ratio for consumer agencies.

In the case of direct salaries (for personnel working on specific clients' ads, including account contact, creative, media, production and research workers) the "in-between" agencies in size were an exception in a static salary-income ratio picture. Generally, direct salary-income ratio increases were described as hardly noticeable.

But for agencies billing from $500,000 to $1,000,000, the ratio went up from 48.75% in 1956 to 54.50% in 1959—a rise of 12%.

For agencies in the $2,000,000 to $5,000,000 class the ratio rose from 49.75% in 1956 to 51.75% in 1959.

"The rise in direct salary costs for these two size groups comes from the need to provide bigger agency services without the opportunity of distributing these services over enough accounts to absorb the costs," Mr. Rubel explained.

■ Ratio of indirect salary expenses to gross income has dropped in all size groups, except the $5,000,000 to $10,000,000 billing classification, which has experienced a 1% increase over 1956, returning to 15.75%, where it was in 1950.

Referring to the general decrease, Mr. Rubel noted: "Since agency income has increased, the implication is that indirect salaries have presumably increased only slightly in contrast to direct salaries."

By type of agency, the industrial agency had the highest indirect salary ratio to total income (16%), considerably higher than regional or local agencies (12.5%) or national consumer agencies (13%).

"The additional fee is the only alternative (other than lower profits) to meet increased salary costs," according to Mr. Rubel.

■ The February issue of the "Rubel Service" will deal with agency profits. Statistics in the reports were based on replies from 206 agencies, representing a cross-section of the field. Industrial agencies constituted 37% of the sample; national consumer agencies, 28%; regional and local, 17.5%; and mixed, also 17.5%. #

Expense Ratios in Percentages of Gross Income

According to Agency Size Groups

Source: Rubel Service

	AGENCY BILLING SIZE					
	Less Than $500,000	$500,000 to $1,000,000	$1,000,000 to $2,000,000	$2,000,000 to $5,000,000	$ 5,000,000 to $10,000,000	Over $10,000,000
Travel & Entertainment	5.50%	5.25%	4.00%	4.25%	5.25%	4.75%
Unbillable Client Exp.	1.00	1.00	1.50	1.50	2.50	1.50
Rent	5.50	5.75	5.00	5.50	5.00	5.25
Tel. and Telg.	2.75	2.00	1.75	1.50	1.75	1.75
Legal and Audit	1.25	1.25	.75	.75	1.00	.75
Stationery, Supplies	2.75	2.25	2.00	2.00	2.75	2.00
Profit-Sharing	.50	1.00	2.50	2.25	2.25	2.50
All Other	8.75	8.25	9.50	7.50	5.75	8.50
Total Expenses	28.00%	26.75%	27.00%	25.25%	26.25%	27.00%

KRAFT
AMERICAN SLICES
You can buy cheaper slices...
but none with the extra-rich cheese flavor
KRAFT'S exclusive process gives you!

MOUTHFUL—*This four-color, half-page bleed spread for Kraft's Deluxe slices is set for February Ladies' Home Journal and March McCall's. Ads in several other magazines will feature other varieties.*

Kraft Sets Lent Cheese Drive in Magazines, TV

CHICAGO, Feb. 2—Kraft Foods during February and March will unleash a "Cheese for Lent" campaign, consisting of 19 four-color magazine ads and 17 commercials on 153 NBC-TV stations.

Magazines will carry 13 pages, four half pages and two half-page bleed spreads. The tv vehicle is "Perry Como's Kraft Music Hall." Every Wednesday night during Lent "the word 'cheese' will be in the air," according to the company.

Cracker Barrel brand cheddar will be featured in page ads in the Feb. 25 and March 25 issues of *The Saturday Evening Post*. Sliced natural cheese will get pages in *Look* Feb. 28 and March 28.

The February issue of *Ladies' Home Journal* and the March issue of *McCall's* will carry half-page bleed spreads for Deluxe slices. Grated cheese will be featured in pages in the February and March issues of *Family Circle* and *Woman's Day*.

■ Velveeta will get page units in the March issue of *Good Housekeeping* and the February and March issues of *Parents' Magazine* and *True Story*. Ads for blue cheese dressing will be half pages in the February and March issues of *American Home* and *Suburbia Today*.

In-store promotion will be based on a "14 Lenten meals" menu sheet, with two meatless meals for each of the seven weeks. Kraft said its ad and merchandising program was designed to "produce combination sales of cheese, plus the other menu items in meatless meals, for the grocer."

Kraft expects that during the Feb. 15-March 31 period cheese sales at retail will exceed $120,000,000.

■ The company has also intensified promotion of its packaged macaroni and cheese dinner and Italian style spaghetti dinner. Four-color pages for the latter were set for Feb. 5 in *Family Weekly, Parade, This Week Magazine*, the First 3 Markets Group and six independent Sunday supplements. The same media will carry a four-color page for the macaroni and cheese dinner March 5.

The Lenten dinners will also be featured on "Kraft Music Hall" Feb. 8, 15 and 22 and March 1 and 21.

Six-page, four-color inserts on meatless dishes will appear in February issues of *Drive-In Management, In-Plant Food Management* and the *Journal of American Dietetic Assn.* January issues of *American Restaurant, Chain Store Age* (restaurant edition), *Restaurant Management* and *Volume Feeding* also carried the inserts, which stressed the high profit margins of the meatless dinners.

J. Walter Thompson Co., Chicago, is the agency. #

KPIX Drive Backs Programming Shifts

SAN FRANCISCO, Feb. 1—A $100,000 advertising and promotion campaign will be carried out between now and Feb. 28 by KPIX-TV in a "saturation" introduction to the Bay Area of a $500,000 series of program changes and the remodeling of the KPIX studios.

Approximately half of the special ad budget, or $50,000, will be spent on newspaper ads, building in size and frequency and run daily in the *Examiner, Chronicle, Oakland Tribune, San Mateo Times* and *San Rafael Independent Journal*.

In addition, according to A. H. (Chris) Christensen, advertising and sales promotion manager of the Westinghouse Broadcasting Co. station, the new program format will be promoted in two *TV Guide* page ads weekly, heavy on-the-air coverage and almost $9,000 worth of radio spots on KCBS and KABL.

Tie-in advertising also has been developed with Langendorf United Bakeries, involving 325,000 bread wrappers weekly, and with Mel's Drive-In restaurant chain for 250,000 special hamburger wrappers.

■ In addition, explains Al Baccari Jr., pr director, the station will use 75,000 handbills; walkie-talkies; 30 walk-in trucks; 1,000 snipes on Navy recruiting posters; 67,000 "collars" for milk bottles in a tie-in with Berkeley Dairy Farms; tail-lite posters on buses; and metropolitan showings of 30 sheet outdoor bulletins. #

Rossi Moves Offices

Rossi & Co., Detroit, has moved to new offices in the David Broderick Tower, 10 Witherell St.

WTRF-TV STORY BOARD

T. R. EFFIC!

Inflation Hits the Cliche Market: Two pennies for your thoughts . . . Another day, another twenty dollars . . . So long, don't take any wooden quarters . . . Thanks a billion!

wtrf-tv Wheeling

Bob Ferguson says: "Women are smarter than men and have the figures to prove it."

Wheeling wtrf-tv

WTRF-TV ranks first in the Wheeling-Steubenville Industrial Ohio Valley and has the figures to prove it. Ask National Rep George P. Hollingbery.

wtrf-tv Wheeling

Then there was the dwarf French railway engineer who explained the derailment of his train by saying, "Too loose, la track."

Wheeling wtrf-tv

Two cannibals talking: Joe: "Did you hear about the new discovery?" Jim: "No, what is the new discovery?" Joe: "Instant People."

wtrf-tv Wheeling

What great contribution does the hydrogen bomb make to democracy? With it—all men are cremated equal.

Wheeling wtrf-tv

It's smart to pick your friends . . . but not to pieces.

wtrf-tv Wheeling

Get all the details on the big wtrf-tv bonus merchandising plan that alert advertisers find adding even more profits to their Wheeling TV Market campaigns.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Ad Clinic #19
(a transparent device to get you to read this Sheraton ad)

by Madison F. (Foray) Jungle

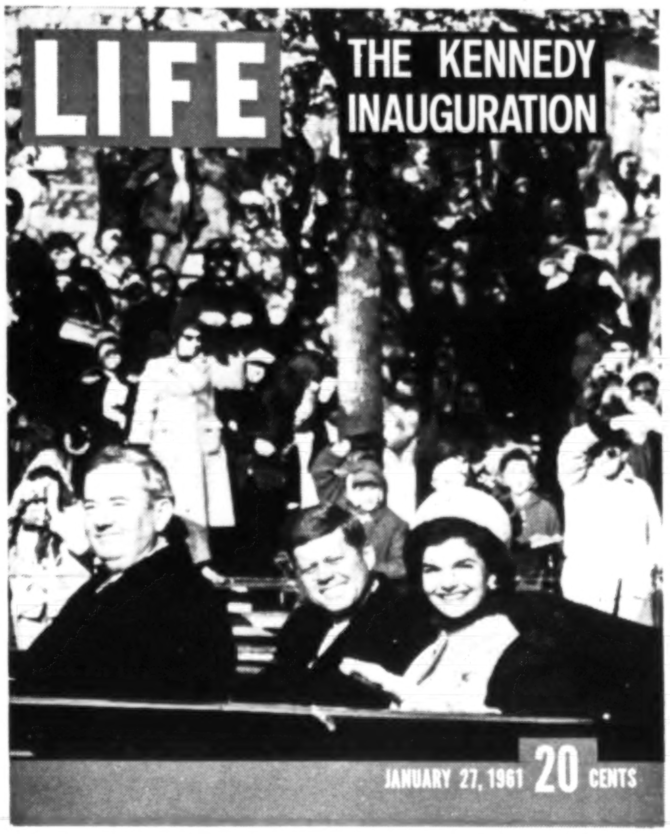
Don't overdo the word "FREE"

SHERATON GIVES
FREE TELEVISION
FREE RADIO – FREE
AIR CONDITIONING
FREE BATH SCALE
FREE ETC., ETC.

SHERATON HOTELS

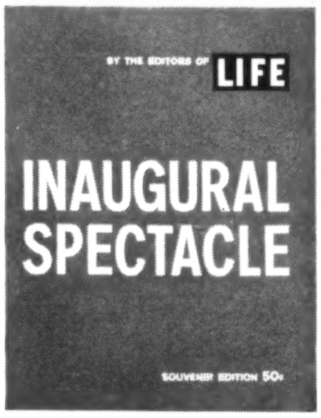
Here is a headline that's asking for trouble. Even Sheraton couldn't give all that away free!

But, sir — it's true. Sheraton guests enjoy the Sheraton Extra Values listed in the disputed headline and more — at no extra cost. Why don't you try us — even if you can't spend the night you'll enjoy fiddling with the *free* TV, *free* radio, *free* air conditioner, *free* bathroom scale, *free* etc., etc. And, as a memento of this ad (and to help us check its pull) why not send for 104-page Sheraton booklet? It's *free*, too. Write: **Sheraton Corp., Ad Age Ad #19, 470 Atlantic Ave., Boston, Massachusetts.**

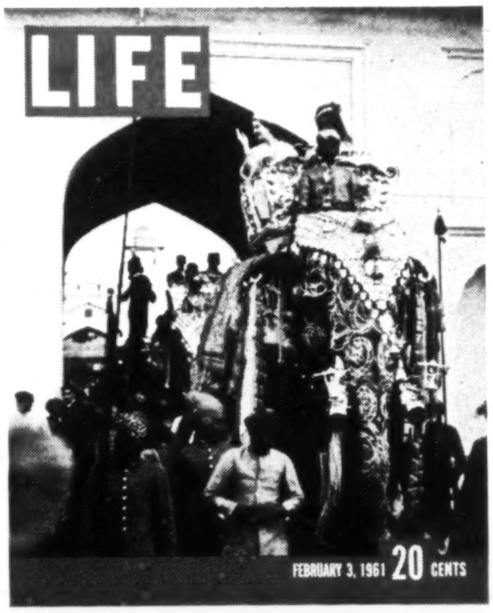


THIS ISSUE OF LIFE SOLD OVER 7,000,000 COPIES

7,085,000 copies*—the highest circulation ever achieved by a regular issue of LIFE (or any other general weekly or biweekly). And yet, there weren't enough copies to go around. Thousands of Americans who looked to LIFE for the newspicture report of the Inaugural found their dealers were all sold out. ¶ As news of this unfilled demand began to reach LIFE's editors, they decided to "crash" a LIFE "extra" edition, a 64-page picture souvenir of the Inaugural events. ¶ Compiled from the thousands of great exclusive photographs which couldn't be included in the January 27th issue for lack of space, this souvenir edition was put on sale at leading magazine dealers all across the nation last week. ¶ The fact that *in just seven days,* LIFE's editors could prepare, print and distribute a 64-page magazine "extra"—and at the same time publish *the week's regular issue*—is proof again of LIFE's leadership, imagination, dexterity and resourcefulness. ¶ Only LIFE—of all general weekly or biweekly magazines—has averaged more than 6,950,000 copies every week for the past twelve weeks. ¶ Only LIFE has led all magazines in advertising revenue for 19 consecutive years. The record for 1960: $79,000,000 more than Look, $33,000,000 more than The Saturday Evening Post.

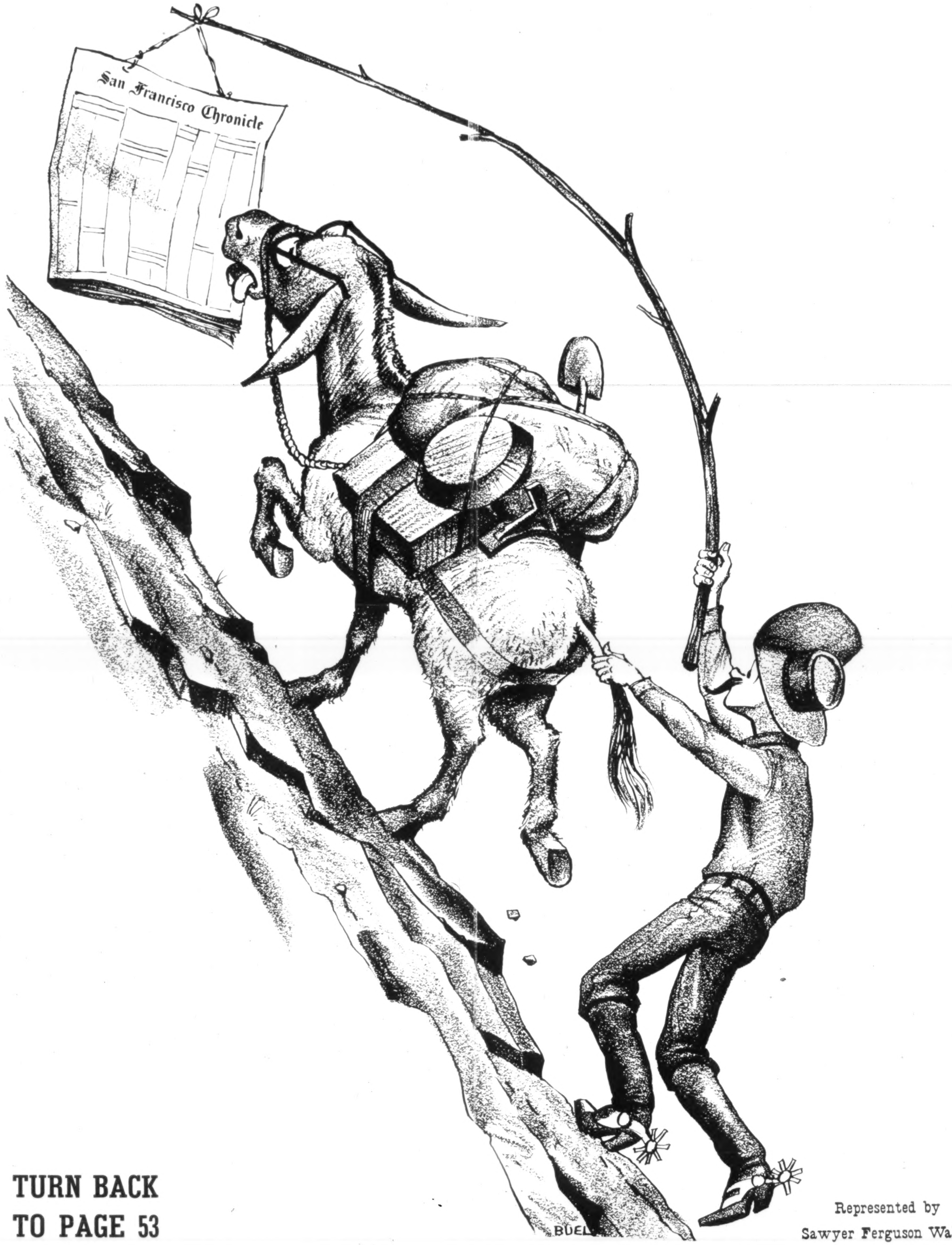


This souvenir edition is printed in a compact 8½" x 11", on high quality paper to serve as a permanent record of an important milestone in history. Buy your copy at leading magazine dealers, or send 50¢, with your name and address, to LIFE, P.O. Box 76, Radio City Station, New York 19, New York.



*Publisher's estimate

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

TURN BACK
TO PAGE 53

Represented by
Sawyer Ferguson Walker